

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXVII.

NEW YORK, MAY 19, 1909.

No. 7.



Does This Concern You?



Millions of women buy patterns, dress materials and Advertised Goods **as the result** of reading Butterick Magazines.

This is **known** to over 17,000 leading merchants of the United States who **sell** the Butterick Magazines, patterns, dress materials and Advertised Goods to their customers.

These leading merchants—over 17,000 of them—stock goods advertised in Butterick Magazines, because they know the value to themselves of Advertising in Butterick Magazines.

W. H. Black

Manager of Advertising
Butterick Building
New York City

F. H. RALSTEN, Western Adv. Mgr., First Nat'l Bank Bldg., Chicago, Ill.

Ask Our Advertisers

Subway and "L" Car Cards and Posters Outrank All Other Advertising Mediums In New York City

LARGEST CIRCULATION
GREATEST DISPLAY
CONSTANT REPETITION
LOWER IN PRICE

by far, than other mediums, when circulation
and display space are considered

The Subway and "L" lines carry over 1,750,000 people daily—more than all other New York City car lines together.

Ninety per cent of the passengers are long-distance riders with sufficient time to read cards thoroughly.

Every position is *good*. No card can be obscured by another—and your advertisement does not have to be "found" among many pages of advertising matter. It is *always in sight*.

Car cards reach *all classes*. Men and women of every age, nationality, political conviction and religious belief. And they are not read once or twice, but *hundreds of times*, by the *same people*.

There is no "waste" circulation in car advertising. Every car is *used*, and every card is working *all the time*.

WARD & GOW

No. 1 Union Square

New York City

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1886.

VOL. LXVII.

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FIGHTING FOR NEW YORK CITY'S FLOUR TRADE.

GOLD MEDAL AND PILLSBURY FLOURS
ENGAGED IN A WAR OF INVASION
ON HECKER'S STRONGHOLD—BAT-
TLING WITH COSTLY NEWSPAPER
CAMPAIGNS—WHO WILL WIN?

By Arthur K. Willoung

When a great business establishment suddenly departs from its time-honored policy of doing just a certain regular amount of advertising each year and doing it in a certain way; completely about-faces and takes a plunge into publicity which in a few months eats up many thousands of dollars, it is obvious that there must be some very extraordinary reason for the change.

The Hecker-Jones-Jewell Milling Company, of New York, one of the largest manufacturers of high-grade flour and cereal products in the world, has recently taken a radical advertising step of this very kind and the story back of its record-breaking publicity campaign in the great metropolitan newspapers is of absorbing advertising interest. How this great concern, whose enormous business development is largely due to its wise and persistent advertising course throughout many years, happens to be involved in a big publicity war, fighting with the weapon of printers' ink as never before in its history, is well worth the telling.

As nearly everyone knows, unusual conditions have ruled in the flour market for months. The price of flour early in the year became abnormally high and demand threatened to fall off greatly. On top of this, the Heckers' leading competitors began a determined onslaught, powerfully aid-

ed by strong advertising campaigns, on their particular stronghold, the New York City trade. Both Pillsbury and Gold Medal flours are being vigorously pushed in the New York field, with large space and many insertions in a list of newspapers throughout Greater New York.

This was in January, and although from its earliest beginnings the publicity slogan of the Hecker-Jones-Jewell company had been "Persistent, judicious advertising," it did not take its ruling powers long to decide that the only thing to be done was to make a "plunge"—and a big one—in the daily newspapers.

"We promptly decided to make the plunge, although it is our experience," explains the man behind the Hecker-Jones-Jewell advertising gun, "that the fellow who spends an ordinary amount of money in advertising persistently and wisely is the fellow who wins out in the long run. As a general thing, we do not believe in 'spurts' in advertising."

The big Hecker campaign has now been under way for more than three months, and the evidences of it are to be seen every day in some of the strongest and most vigorous flour ads the teeming millions of consumers of America's greatest city have ever had set before them. It is doubtful if any stronger advertising of this sort has ever been done in the Eastern part of the United States than this. And at the same time the Heckers' rivals have also been continuously using large quantities of newspaper space in conducting similar campaigns in this advertising war of rival brands.

One of the Heckers' rivals, it is reported, has just spent \$100,-

ooo in telling about its wares in New York City alone and probably a great deal more outside. This abnormal advertising of flour has taken some queer forms also. Pillsbury is offering Shetland ponies to small boys in connection with its propaganda. The Hecker-Jones people are not doing anything of that sort, nor do they intend to, they say. They are confining their energies and appropriation entirely to straight advertising in the dailies, and they are eminently satisfied with the results.

"We don't believe in freak, flash - in - the - pan advertising schemes," say their representatives. "Perhaps you may recall that several years ago one flour concern gave away dollar bills to women who answered certain lists of questions? Well, they've gone. We're here."

Not all of the New York dailies are being used in their Hecker campaign. The sole purpose being to push the sales of flour to be baked in the household, the entire campaign is aimed to reach the women of the so-called great middle class. Those newspapers have been selected to carry the advertising, therefore, which are believed to have the largest audience among the housewives.

It was considered by those who had the placing of the advertising of Hecker's flour that the readers of a number of newspapers are of a sort that would be of no possible help to them. These papers were accordingly left out. The readers of some of these papers were regarded as of too low a class to be worth catering to.

Curiously enough, one high-priced New York morning newspaper was omitted for the stated reason that "it is a newspaper chiefly read by society women and shipping men," and reaches comparatively few of the women of the middle-class at whom the campaign is directed and whom it is hoped to convert to the use of Hecker's flour.

"It isn't the society woman we're trying to get at in this campaign," said Hecker's, "but the woman who comes into actual

physical contact with the flour in her own kitchen.

"It's the woman who puts her own hands in the dough who knows whether she has got the best flour or not. She's the woman we are spending our money to reach. We are satisfied we have got the best flour made, and, if publicity will create a demand for any flour, we are sure that anyone who tries Hecker's because its name has been made familiar through the newspapers will want to try it again."

Just what the appropriation for this big flour-promoting campaign was the big men on the Hecker



ONE OF THE NEW YORK SERIES.

firing line do not care to divulge, but it is understood to be inside the \$100,000 mark. The opening shots were fired soon after the first of the year, and the heavy artillery of the company's propaganda has been in continuous action ever since. It is likely the campaign will soon come to an end, though circumstances may arise which may lead to its being prolonged somewhat.

Not only those newspapers actually printed in New York City have been made use of as mediums, but papers published in the nearby large cities clearly within the metropolitan field have also carried the Hecker ads. The Newark *Evening News*, for instance, has been an important aid in the campaign. The buying power of the vast foreign element in New York and its vicin-

What Does Your Advertising Money Purchase?

THE REAL, VITAL QUESTION OF ADVERTISING MEDIA—RESULTS ARE THE ONLY THINGS THAT COUNT—ACTUAL, RELIABLE RESULTS—NOT GENERALITIES.

Mr. Advertiser:

Your business is to buy a purchasing Clientele in Prospect.

The more responsive your Clientele and the greater its purchasing ability—the larger the class of such a Clientele you buy, for the price—the shrewder and the wiser are you as an Advertiser.

Now, you have all kinds of solicitations to buy a purchasing Clientele in Prospect.

All kinds of claims are made for certain mediums, all kinds of Influences are brought to bear, to make you purchase space in certain Publications.

Sometimes it is mighty hard to separate the Real from the Nearly—sometimes it's hard to tell which is better, the solicitor's dinner and his story, or his Publication.

Apart from making a real Test—and that's the only *sure* way to know a publication when you're outside the influence of Ink and Paper claims, or the soothing influence of a Perfecto—find out the things the Publication has *really* done.

Find out, mind—don't take for granted.

We're going to tell you what *The American Boy* has really *done*—give you one instance out of many—and we expect and want you to probe the Facts.

• • •

In May, 1907, the Menzies Shoe Company commenced advertising in *The American Boy*.

The Menzies Company had three things in mind to accomplish by its advertising:

First, to help the dealers it already had.

Second, to "gingerize" its salesmen.

Third, to secure New Dealers.

• • •

Now, *The American Boy* did all the things the Menzies Shoe Company had in mind, and *more*—a whole lot more.

The American Boy obtained a National Distribution for the Menzies Shoe Company—

And their *direct cash sales* for the first seven months from $\frac{1}{4}$ and $\frac{1}{2}$ -page advertisements were as follows:

May	\$100.50
June	168.50
July	195.00
August (No advertising done in August)....	120.15
September	279.50
October	519.25
November 1 to 15.....	217.90
Total	\$1,600.80

The cash sales by the end of 1908—from *The American Boy* alone—reached the \$1,500.00 mark each month.

They're *much more* than that now, the Advertiser having found that full pages can be used to advantage.

• • •

Now, these are facts every advertiser should think over very carefully.

They're *Facts*—not Ink Storms, nor Cocktailed bunk.

We'd be glad to tell you a *few more* such facts if you would write us.

Facts about our circulation of 160,000 *Boys*—and *young men*—the live wires of the family—the men of to-morrow—impressionable—plastic—retentive—prodigious in needs for themselves—inconsistent on the requirements of the rest of the family.

Remember, "where there's a boy there's a family"—and you know what a boy can accomplish.

Write us today for rates, etc. Judge the Merits of this circulation for yourself—not under Influence. It will pay you.

Address for rates and information

THE
SPRAGUE PUBLISHING CO.
J. COTNER, Jr., Sec. and Treas.
DETROIT, MICH.

ity has also been recognized in the use of two German, two Jewish and two Italian papers.

To square dealing in business policy, the maintaining a uniform quality in all its manufactured products and to "persistent, judicious advertising," the Hecker-Jones-Jewell company lays its great success. Starting in a small bakeshop in Rutgers street before the Civil War, at a time when it was difficult to secure the quality of flour they insisted on using, the Hecker in 1843 built a mill of their own on Cherry street. This was operated until 1882, when it was burned.

A second mill, double the capacity of the burned one, was



ONE OF THE INVADING ADS.

built and operated until 1903 when it was sold to the city because its site was needed for the new Manhattan bridge. This paved the way for the company's present splendid mill. Of this industrial leviathan, as truly one of New York's colossal sights as is its tallest skyscraper, the Hecker say:

"This new mill, with a daily capacity of from 10,000 to 12,000 barrels, is the largest flour mill east of Minneapolis and it is the only flour mill in the world, so far as known, that is fireproof from roof to basement."

The idea of putting up flour in small sacks, now generally adopted by all millers, originated with George V. Hecker, one of the founders of the business, and a great many other innovations in the trade have come in by way of the same company during its

many years of progressive growth. The moral of the Hecker story has been well pointed out in the following words by an advertising analyst:

"Build the foundation right;—then advertise—and by advertising the business will grow each year until finally it becomes a great success!"

NEW MINNESOTA LAW EXCLUDES OBJECTIONABLE MEDICAL ADVERTISING.

The Governor of Minnesota signed the medical advertising law on April 13th, and in that state from now on it will be impossible to legally advertise the class of advertising usually referred to as objectionable medical advertising of the worst kind.

The penalty named is a fine of from \$50 to \$500 or a maximum sentence of six months in jail.

The second section of the law includes:

"Sec. 2. Any person publishing, distributing or causing to be distributed or circulated any of the advertising matter herein above prohibited shall be guilty of a misdemeanor and punished as prescribed in Section 1 of this Act."

"Sec. 3. The production of any advertisement or advertising matter published or distributed contrary to the provisions of this act shall be of itself prima facie evidence of the guilt of the person or persons advertising to cure any such disease herein above mentioned, or of the publishers who publish any matter such as is herein prohibited."

THE NEW YORK "AMERICAN'S" AMBITIOUS FASHION NUMBER.

Probably the most thorough-going and attractive spring fashion issue of a newspaper printed in recent years was published by the New York *American* May 6th.

Two sections were published on coated paper in colors. The first contained imported photographs of the latest Paris fashions, and articles especially written for the *American* by the famous dress-makers—Paquin, Redfern, Worth, etc., describing the latest tendencies.

The second section was particularly unique, being given over to the "June Bride." Elaborate illustration and appropriate reading matter made this highly interesting and timely.

Throughout the rest of the issue the same quality prevailed, and the issue was widely commented upon—even the New York *Sun* giving it high praise.

EACH MONTH MORE
PRONOUNCED IS THE

New York World's Supremacy

Total Advertising Carried in April, 1909, as Com-
piled by the Statistical Bureau of the New York
Evening Post:

	LINES AGATE
NEW YORK WORLD	1,028,232
New York Herald	975,102
New York American	684,180

NEW YORK WORLD (Morning and Sunday) and EVENING WORLD	1,539,926
New York Herald (Morning and Sunday) and Evening Telegram . .	1,466,877
New York American (Morning and Sunday) and Evening Journal . .	1,202,427

The net paid week day morning circulation of The
WORLD averaged

352,361

copies per day during the year 1908.

BOOKS OPEN TO ALL!

The LARGEST in NEW YORK

MANUFACTURING CENTERS AND THEIR TRADE-MARK VALUE.

REPUTATIONS OF LOCALITIES THAT BECOME BUSINESS ASSETS—KEY WEST CIGARMAKERS ENJOIN USE OF THEIR NAME—PHILADELPHIA AND BOSTON ADVERTISERS UNITE TO ADVERTISE THEIR CITY—KALAMAZOO, GRAND RAPIDS, BATTLE CREEK, ETC.

By G. Albert Strauss.

There is an interesting tendency in modern advertising toward what a friend of mine calls "the clan idea." I mean the tendency of makers of merchandise in the same community to use the name of that community as an unofficial trade-mark of quality.

I do not think it is so much of a clannish idea as a shrewd business method of getting the most value associated with your product in the public mind.

For many years the tendency in manufacturing has been toward centralization. This tendency has the same practical motive back of it as the tendency in New York city for the various lines of business to office in groups. It is the motive of economy. It is very exasperating to manufacture all alone a line of goods in a community; for you can get no trained help outside of what you have in your own shop, and there are no auxiliary shops and supplying concerns catering to you.

The large collar manufacturers at Troy, New York, are not located together because of any special love for each other—far from it! Many of them cordially dislike each other. But a collar manufacturer can start in business there and get the trained help he wants, for the whole town works at collar-making and there are specialists and supply houses for collar mills there which make manufacturing very handy.

So much for the practical, mechanical side of it—which is the real primary motive. This motive has been responsible for such great, world-renowned industrial

centers as Limoges, France, and St. Gall, Switzerland. Many people firmly believe the word Limoges to be a privately owned trade-mark, such quality value has been attached to it. But Limoges is simply the name of a French town where many china manufacturers operate, mostly all producing a high grade of "Limoges" china. The same is true of Sévres. St. Gall is another foreign instance of a locality involuntarily becoming known as a trade-mark of quality in laces and embroideries.

Europe is full of famous cases where community names serve the place of trade-marks—Cluny, Valenciennes (laces); Edam, Roquefort, Limberger, Neuchâtel (cheeses), Chianti, Chartreuse, Moselle (wines and liqueurs), Cologne (perfumes), Delft (china), etc. All of these famous names are *names of towns*, not trade-marks, as supposed by many.

The curious part of all these foreign instances is that while the manufacturers who have been collectively deriving benefit from the fame of these towns scout the advertising idea as a Yankee trick and undignified, yet they swell with pride because of the fame of their localities, secured, of course, through advertising and nothing else!

In this country there are many instances of the centralizing tendency, but with a keener appreciation of its advertising value. One of the very first extensive reputations came out of Battle Creek, Mich. The fame of this town and its health food products became such common property as to get in the funny papers. The Battle Creek Sanitarium was the first maker of the town's reputation, although Dr. Kellogg's unobtrusive work did not give it the popular reputation that it has received since Post began to advertise his foods. Then the breakfast food companies multiplied astonishingly, and they sought out Battle Creek to start in. Later, the fame of Battle Creek drew other manufacturers and advertisers, until there is now this imposing array (not counting the

countless dead breakfast food concerns!):

Advance Thresher Company, Battle Creek Health Tablet Company, Battle Creek Oil and Varnish Company, Battle Creek Sanitarium Company, Cream of Cereal Company, Ensign Remedies Company, Hygienic Food Company (Maple Flake), Honey Comb Chocolate Chip Company, Jebb Remedy Company, Dr. Johnson Medicine Company, Prof. F. J. Kellogg (Physical Culture), Lac Nut Company, Malta-Vita Pure Food Company, No-Ko Company (food), Peeble's Institute of Health, Postum Cereal Company, C. F. Salisbury Company (hygienic underwear), Toasted Corn Flakes Company, United States Bar Magnet Company.

The most recent and characteristic addition to Battle Creek is Bernarr McFadden, the physical culturist, who has moved his whole establishment there from the East. McFadden owns a magazine and a string of pure food restaurants.

The name of Battle Creek is consequently world-famous for health and breakfast foods, and is constantly attracting advertisers who desire to use the unique prestige of the city as an asset.

Nearby in the same state is another unique demonstration of the value of an advertised community name—Kalamazoo. The Kalamazoo Stove Company has made the name of this town famous throughout the world (a service which the town has recognized by electing the company's vice-president mayor). This prestige has given to the town as a manufacturing center value which is also constantly attracting others. There are in the town now the following advertisers:

P. L. Abbey & Co. (Kaskola), Acme School of Drawing, American Carriage Company, American Playing Card Company, Burrill Manufacturing Company (Cannon Motor Cars), Cash Supply and Manufacturing Company (agricultural implements), Central Michigan Nursery Company, L. G. Bragg & Co., Colman Drug Company, Cooke Standard Tool Company (motor cars, jacks), the Dunkley Company (canned goods), Duplex Phonograph Company, The C. H. Dutton Company, Flinch Card Company, French Garment Company, General Gas Light Company, Henrietta Skirt Company, Humphrey Company (heaters), Ihlig Bros. & Everhard, Kalamazoo Corset Company, Kalamazoo Looseleaf Binder Company, Kalamazoo Kitchen Cabinets, Kalamazoo Tank and Silo Company,

Kalamazoo Tubular Well Company, Kazoo Suspender Company, King Folding Canvas Boat Company, Michigan Auto Company, National Vaporizer Company, Puritan Corset Company, Wolverine Suspender Company.

Two things will be especially noticeable in this list. The makers of goods for farmers have preferred the name "Kalamazoo" undoubtedly because Kalamazoo's fame is greatest among farmers. The second thing is the tendencies shown to centralize by some of the industries. There are several corset makers, several suspender makers, several skirt makers. Presently Kalamazoo may be a trade-mark of significant value in any or all of these lines.

The other communities famous for special industries are scattered at various points. Gloversville, New York, has long been famous as a glove-making center. Its chief trade journal is published there and the town itself it named after its dominating industry.

Brockton, Mass., and the neighboring communities, Whitman, Weymouth and Rockland, are world-famous as shoe-making towns. Shoes made in these towns have a particular prestige, actually achieved by the simple asset of being made there.

Lowell and other New England towns are equally famous for textile manufactures. Philadelphia is a great textile center, mainly for carpets and tapestries and hosiery. Reading, Pa., is a rapidly growing hosiery center. Rochester, N. Y., has such a range of manufactures that it has room for at least two reputations—clothing and cameras. Meriden, Conn., is a silver and cutlery center of many years' prestige. Hartford, Conn., has a peculiar reputation as an insurance center. Racine, Wis., is a boat center which is making the name of "Racine" on a boat a valuable asset.

Herkimer County (N. Y.) for cheese serves as a trade-mark of quality, and "Elgin" serves as a quality word for butter. Milwaukee and St. Louis, of course, are good names for beer, and Waukesha (Wis.) is a trade-mark for water. States also have trade-

mark value—Maine corn, Kentucky rye, Maryland oysters, Delaware peaches, Florida oranges, California fruit. It is also curious to note that concerns taking the name of a city have turned it into a partial trade-mark, as Rochester lamps, Elgin watches.

A particularly interesting example is that of Grand Rapids. This city is famous for its furniture manufacturers, who have been most progressive in pushing the prestige of their city as a furniture center. Their working business association has organized its own exhibition and New York representation, and is conducting a considerable advertising campaign to the consumer—the only furniture manufacturers selling through dealers who are doing so.

As a result of the advertised prestige of Grand Rapids, manufacturers are moving there, and Grand Rapids now has an interesting array of advertisers.

The spirit of the times which insists on commercial morality, has within recent times found one of its chief manifestations in the principle that merchandise coming from one locality must not be misbranded with the name of another locality. This principle has been effectively applied in France by laws which in considerable measure restrict the use of such familiar terms as champagne and burgundy to products of these localities; in the Pure Food and Drugs Acts of the Congress of the United States which places its ban on all such misbranding, and in the decisions of our courts based on the common law principle of unfair trade whereby the Minneapolis flour mills have been protected against the use of the name of their city on flour manufactured in another place, and the California fruit growers enabled to restrain the employment of the name of that state on fruit grown elsewhere.

The latest example of this kind is the war now being waged by the Key West Cigar Manufacturers' Association against the use of the name of "Key West" on cigars not made in that Florida city. The forty years of reputa-

tion and popularity of Key West cigars have proven too strong a temptation to a host of manufacturers and dealers, with the result that throughout the country the name "Key West" has been used as a talisman to effect the fraudulent sale and substitution of cigars and "weeds" of all kinds in place of the genuine Key West product, until the matter has become a national disgrace.

The first suit in this campaign resulted in the recent entry in the United States Circuit Court of a sweeping injunction against a Philadelphia dealer restraining the defendant from in any way using the name "Key West" in connection with the sale or offering for sale of cigars not actually made in Key West, Fla. Since then other suits have been filed, and more are in preparation. The campaign against offenders will be continued until the evil practice has been stamped out, the honest dealer handling genuine Key West cigars protected against this illegal and fraudulent competition and the consumer assured against the substitution of spurious goods. The crusade will be carried on by the association against all who are guilty of the fraud, which includes the counter substituter who palms off a spurious for a genuine Key West cigar, though there be no actual misbranding on the box, as well as those manufacturers and dealers who wrongfully use the name on their boxes or labels. It is the intention of the association to prosecute those who are originally responsible for placing the infringement on the market.

The case of the Hawaiian Pineapple Growers, recently told in *PRINTERS' INK*, especially interested me while considering this subject, for it gave a particularly good example of a community working together for the establishment of a common trade-mark asset—in this case by means of a strong advertising campaign.

There is a decided movement throughout the country among communities to emphasize the name of a city for advertising purposes.

An effort to have concerns in the metropolitan district distribute their goods marked with the name of Boston, rather than with the names of Cambridge, Roxbury, Dorchester, Somerville, Malden, Lynn, etc., is being made by the Merchants' Association Committee on industrial development.

The advertising value of the name would not then be lost by the use of names of various localities, it is claimed. The committee realizes that such action will be opposed by smaller cities in the metropolitan district, but firmly believes that if all these cities "get together," general good will result.

The advertising manager of a prominent roofing house said to the committee: "Boston should pay less attention to the question of its logical market than to an aggressive, energetic movement to get trade, whether logical or illogical."

A study of how to promote new industries in Boston and its suburbs is being made by the committee, and a special department

will probably be established. This department would be in charge of an expert who is a good analyst of commercial conditions as well as a capable promoter.

A movement by Detroit advertisers is very interesting. The effort made by all Detroit advertisers to advertise Detroit, and let the public see prominently how many nationally advertised articles are made there, is a very bright idea.

The Philadelphia Hardware Dealers' Association has acted toward uniting in advertising the hardware manufactured by them as "Philadelphia made hardware"—thus emphasizing the community advertising idea.

In all these movements the general idea seems to be "a bundle of sticks is harder to break than a single stick"—a principle gaining ground the world over in business.

The seventh annual convention of the Southern Newspaper Publishers' Association, which is to be held at Birmingham, will be on June 15th and 16th, instead of June 8th and 9th as formerly announced.

Largest Month of Regular Advertising (No "Specials") in the JOURNAL'S History

APRIL ADVERTISING IN TWIN CITY NEWSPAPERS

The Minneapolis Journal 2840 Columns

The Minneapolis Tribune	2195	"
The St. Paul Dispatch	1607	"
The St. Paul Pioneer Press	1378	"

The Journal Carried 43% More Local Advertising than any Competitor

The Journal Carried 30% More Total Advertising than any Competitor

The Journal Carried 178 Columns More than in April, 1908

The Journal Refused 84 Columns of Questionable Advertising Accepted by Competitors: on that Basis 2840 + 84 2924 Columns, which would be the Journal's Record.

THE MINNEAPOLIS JOURNAL
May 7, 1909

HUGH A. O'DONNELL
Advertising Manager

"NEMO WEEK" NEWSPAPER ADVERTISING BUILDS BIG CORSET TRADE.

A UNIQUE NEWSPAPER ADVERTISING PLAN WHICH FOR FIVE YEARS HAS STIMULATED TRADE THROUGH LOCAL STORES—HEAVY "NEMO" ADVERTISING BY LOCAL MERCHANTS.

That portion of the advertising world which has to do with the great daily newspapers and the great drygoods stores of our largest cities has some very substantial reasons for knowing much about "Nemo week."

It has been an advertising device uniquely successful in its result-getting powers, a conspicuous example of what concentrated advertising effort, exerted through the leading daily newspapers only, and put forth within a few days' time, will do for a commercial product of merit.

"Nemo week" for 1909 has just passed into history, with a record for achievement far overshadowing that of any previous "week" of the same sort during the last five years. It is scarcely necessary to explain to an audience of advertisers that "Nemo" is the name of a widely known corset manufactured by the Kops Brothers, of New York City. Fourteen years ago Daniel Kops and his brothers started out to make this now famous article of woman's apparel, and by a wise policy of using printers' ink more and more liberally from year to year they have built up one of the most prosperous corset businesses in the world.

A little less than half a dozen years ago, about the time that the firm was getting its second wind, and reaching out through its advertising for still greater patronage, Mr. Daniel Kops had a new idea. "Why not," said he, "devote a week at the beginning of May, when women generally are getting ready to buy their summer apparel, to making a special effort to increase the sales of the 'Nemo' corset?"

The idea was tried out that spring and proved so great a success that "Nemo week" has since

become an indispensable advertising institution not only with the Kops Brothers themselves, but with many of the big drygoods and department stores in all the large cities. At the start all the impetus, advertising and otherwise, needed to set trade observance of the "week" in motion was supplied by the corset concern. A special national campaign of "Nemo" corset advertising was planned and carried out in the leading daily newspapers of a number of big cities, and an organized effort was made all along the line to get the principal retail stores in shape to reap the results of the week's campaign.

Each spring "Nemo week" has come to be a bigger event in the drygoods trade until now it has come to be very generally recognized and welcomed as a trade event quite as certain to bring results in greater business and profits as is the Christmas season. It is a remarkable tribute, not only to the intrinsic merit of the "Nemo" corset, but in even greater degree perhaps to the power of printers' ink, that hundreds of big drygoods houses all over the United States have this year gone down into their own pockets and spent large sums of their own money in local newspapers daily during the first week in May.

As the entire week's campaign has been aimed necessarily at women, it is extremely interesting to note that only evening papers and the Sunday editions of the morning papers have been used by the Kops Brothers. And it is only mediums of these two sorts that are now used the year around by them.

"The 'Nemo' corset business has been built up almost exclusively through its advertising in the big, strong daily newspapers of the largest cities," declares J. W. Morton, Jr., who handles the "Nemo" publicity. "It has always been the Kops' idea to play for the metropolitan rather than for the cross-roads trade. And this policy the constantly growing demand for our product shows to have been successful. Formerly we used some magazines, but we have not

gone into any of them for a year." The Kops Brothers spent more than \$25,000 in advertising "Nemo week" this year, this amount being included in their annual appropriation of considerably more than \$100,000. As an opening shot there was sent out to leading newspapers in about 100 cities and towns a four-column 648 agate-line ad. This was published in advance of the beginning of the special "week" and told all about "Nemo week" and the "Nemo" corsets, which were attractively set forth in four illustrations showing in detail the different models. The big retail stores in all the 100 cities meantime had specially stocked up with "Nemos" and had prepared special displays of the Kops' product.

The 648-line "Nemo" ad with which the week's campaign was begun was the largest the Kops have ever sent out for general use. A list of the mediums in which it was printed would take in practically all the well-known large newspapers of the country. "In sending out that ad," says Mr. Morton, "I simply called the roll of the big papers of the United States." On the list were all the big New York, Philadelphia and Chicago papers, the Boston *Transcript*, *Globe*, *Herald* and *Post*, San Francisco *Examiner*, *Atlanta Constitution*, Portland *Oregonian*, Los Angeles *Times* and others of that type.

This first big piece of copy was followed up with a series of five equally attractive two-column ads. Each showed an attractive detailed drawing of the firm's biggest seller and drove home "Nemo's" chief talking points. This series was printed in five cities, New York, Boston, Philadelphia, Chicago and St. Louis. In each city except New York all five ads appeared in one big evening newspaper which was considered the best suited to the purpose. The series ran during the first five days of the "week."

In New York the copy was distributed among four papers. The *Evening World* printed two of the ads, the other copy going to the *Evening Sun*, the *Journal* and the

Telegram. In Boston, the *Globe*, an all-day paper, carried the entire series. The *Bulletin* was the medium selected in Philadelphia, the *News* in Chicago and the *Post-Dispatch* in St. Louis.

This comprises the advertising the New York corset house itself paid for in making "Nemo week" a success, but it does not by any means exhaust the amount of special advertising of the big corset week done all over the country.

Strawbridge & Clothier, of Philadelphia, for instance, placed a five-column ad, running to the bottom of the page, in the *Bulletin* of that city on the Saturday preceding the opening of the week's campaign. This exclusive-

ANNOUNCEMENT AD.

ly advertised "Nemo" corsets and "Nemo week," and the firm did a \$4,000 "Nemo" business on the following Monday. The ad, the copy for which was prepared by the New York office, was entirely paid for by the Strawbridge concern and cost fully \$350. It was one of the most striking corset ads ever printed in Philadelphia.

The same ad was also used in the Boston *Globe*, by the Jordan-Marsh Company of that city. It was similarly placed in the Worcester (Mass.) *Telegram* by the

\$1000 IN CASH

will be given by The Boston Traveler to the Boston American for its own use, or for the use of any charity in Boston it desires, if it will prove the statements it has recently made that it (1) "has more circulation than all the other Boston evening papers put together," and (2) that its circulation in Greater Boston is "50,000 more than its next highest contemporary claims to print."

To prove these assertions *The Traveler* suggests that *The American* simply permit the records to be investigated by an unbiased committee and show just how much circulation *The American* really has and **where it goes**.

Here is the record of *American* statements up to date which prompts *The Traveler* to make this liberal offer, and which should be verified easily by the methods suggested:

"*The Evening American* has more circulation than all the other evening papers of Boston put together—and it is because men of all parties believe in the HONESTY and SINCERITY of this newspaper that it has such tremendous circulation and influence."—*Boston American*, March 3, 1909.

"No other Boston paper reaches HALF SO MANY Boston homes as the *American*."—*Boston American*, March 13, 1909.

"Nearly everybody in Boston NOW reads the *Evening American*. Its circulation is larger than the combined circulation of all the other evening newspapers. The *Evening American's* circulation in Greater Boston alone is 50,000 more than its next highest contemporary claims to print."—*Boston American*, May 7, 1909.

Several times has *The Boston Traveler* suggested that *The American* tell the public just how many people read *The American* and **where** they are; just as *The Traveler* and *Post* tell the public and their advertisers. But the modesty of the Hearst paper still restrains it. Why?

In San Francisco Mr. Hearst boasts about the circulation of his newspaper, and tells what its circulation is.

In Los Angeles, he does the same, and makes a special claim as to his circulation.

In Boston, *PRINTERS' INK* to state what the circula-

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In Chicago he has been buying page after page in PRINTERS' INK to state what the circulation of *The Daily Examiner* is and to emphasize the fact that most of that circulation is in the city of Chicago, and, therefore, more valuable than that of some of his contemporaries.

On April 28th Mr. Hearst took six pages in PRINTERS' INK to tell this story to advertisers.

But in Boston statements such as the *Post* and *Traveler* furnish, are withheld by *The American*. Of course, the public must wonder why.

In Chicago Mr. Hearst goes so far as to offer another Chicago paper \$1000 if it will state what its circulation is, and prove it.

In order that Mr. Hearst's Boston paper may have the opportunity to buy a little advertising space to tell what its circulation is, and where it is, if it really cares to do so, *The Traveler* makes this offer:

THE BOSTON TRAVELER WILL GIVE \$1000 IN CASH TO THE BOSTON AMERICAN, or to any charitable institution in Boston it will name, IF IT WILL PROVE THE STATEMENTS IT HAS MADE.

The only condition *The Traveler* places upon this offer is that *The American* shall permit a licensed accountant under the direction of three Boston advertisers (one to be selected by *The Traveler*, one by *The American*, and the third by the other two) to investigate its circulation records on behalf of Boston advertisers and make public just how much circulation *The Boston American* has, where it goes, how much is in Greater Boston, and how much elsewhere.

If this proves that *The American's* two claims are true:

(1) "That it has more circulation than all the other evening papers of Boston put together," and

(2) That "it has 50,000 more circulation in Greater Boston than its next highest contemporary claims to print."

The Traveler will promptly pay over to *The American* \$1000 in cash, to be disposed of as it sees fit.

John M. MacInnes Company, of that city.

Spending less money than the three big Eastern firms, but nevertheless very generous amounts, many large drygoods houses in every section of the country, acting entirely on their own initiative, followed the Kops Brothers' lead and placed in their local newspapers strong two-, three-, and even four-column ads devoted to the "Nemo" corset. In many cases the incentive to these merchants to spend their own money telling of the merits of the "Nemo" was fur-

ures representing wholesale prices. Corset-trade conditions are peculiarly interesting just now. "The corset has become the all-important item in women's apparel this year," states Mr. Morton. "The prevailing style calls for unnatural slenderness, and this has had the effect of increasing the corset trade all over the world. Moreover, corset manufacturing is developing into a real fine art. America is coming to the front in this business very rapidly and things are fast coming to the point when the French corset, so far as this country is concerned, will be a thing of the past.

"This spring there has been an insistent demand from American women for a corset which will allow the extreme Directoire slenderness and at the same time not sacrifice the tapering waists and graceful curves which are the great pride of our women. The 'Nemo' self-reducing and back-resting models ingeniously meet this demand, and hence there has been a tremendous demand for them. 'Nemo week' has still further greatly increased this demand. It has been a week devoted to corset education, and while it is possible to see certain very tangible results already from this special advertising, the greatest results are yet to come."

The Kops Brothers began their corset making fourteen years ago in a very humble way, and, although they advertised from the first, it was some time before the other corset manufacturers recognized in them a serious rival. Constantly using more and more newspaper space, almost exclusively in the large dailies, they continued to grow. As they expanded they used more newspaper space, and conversely as they used more advertising space they continued to expand. Finally about five or six years ago, they began to forge ahead with great rapidity.

In all, the Kops Brothers now employ in their two Fourth avenue factories between 2,000 and 3,000 hands, and they also employ at Stuttgart, Germany, in what is said to be the largest corset factory in Europe, probably 1,000



TWO OF THE FOLLOW UP SERIES.

nished by the Kops Brothers' forethought in sending them full sets of electrotypes and good, crisp copy to accompany them.

"This extensive advertising of the 'Nemo' corset by individual dealers is particularly interesting," says Mr. Morton, "as showing the tremendous hold which our corset, through the use of liberal newspaper advertising, has got on the public. Merchants invariably seriously object to advertising a trade-marked article that's sold by other stores also. Yet I have never known a merchant to begin advertising the 'Nemo' corset who has failed to keep it up. It pays him or he wouldn't do it."

As to the results of this year's "Nemo week" campaign—which, by the way, proved so successful that it was lengthened to take in an additional week—the Kops Brothers say that the indications are that the amount of business traceable to the campaign will probably be about \$500,000, the fig-

more employees. The output of "Nemo" corsets in the United States is about 2,000,000 corsets a year, representing a retail valuation of about \$8,000,000.

"Mr. Daniel Kops has always pinned his faith on printers' ink," declares Mr. Morton. "When times are dull, he doesn't loosen up in his advertising but keeps right along with it. When business comes slowly he reaches for it through newspaper space and he gets it! Then when things become prosperous again he gets just so much more business."

"Our advertising has expanded just as our business has expanded. This year we have spent double in advertising what we did two years ago and the business is twice as large."

"This business has been built up by newspaper advertising—advertising in the great dailies; by persistent and liberal advertising of an article that has merit—an article the people want. That's the secret of our growth."

"It is our belief—and it has been borne out by 'Nemo's' success—that the only way to reach the general public for the best results with such a product as ours is by using a well-selected list of high-class publications. I confine my use of mediums to Sunday and evening newspapers for the reason that by using them I consider I cover both the local and the outside fields as well as they can be covered. The evening paper takes in the local field almost exclusively, while the Sunday morning newspaper circulates more or less in the surrounding communities."

"As to the evening papers, I know of no way to reach the women of a community so effectively as through the evening papers of high class and wide circulation. The evening paper, in my opinion, is getting to be more and more important. The many great improvements in modern news gathering facilities are all playing into the hands of the evening newspapers. It also is the paper that goes into the homes and into the hands of the women, and that's where we want our corset advertising to go."

A New Advertising Agency

or one needing new blood, new business and willing to take in a partner, is what I'm looking for. Am a live wire, 35, hustling, ambitious, star writer, a crack-er-jack in type effects and cut layouts, have money, a good job that I've had 10 years, and an invaluable circle of influential friends. Can get and write business. Must be New York City agency. Address "LEE," care PRINTERS' INK.

AMERICAN HOME MONTHLY

HENRY RIDDER, *Publisher*

5 BARCLAY STREET, N. Y.

Merit is the only thing that will sell a magazine that doesn't use premiums. Because of its ability to procure subscribers without resorting to premiums, the American Home Monthly proves that it has merit.

Advertising costs 40 cents a line flat for 100,000 guaranteed copies every month.

July advertising forms close on June 5th.

Charles H. Ridder
Advertising Manager

The HEARST N

All the News Without
Fear or Favor

¶ Has the most modern and complete facilities for collecting both foreign and domestic news of any news agency or press association on earth.

¶ We employ the BEST TALENT that money will secure, and the service furnished is crisp, authentic, and is handled with the greatest possible dispatch.

THE HEARST

200 William Street



ST News Service

The Twenty-Four Hour Service

¶ Every wide-awake, up-to-date newspaper that has not already arranged for the Hearst News Service should do so without delay.

¶ The Hearst News Service has demonstrated time and again its efficiency in covering great news events.

T NEWS SERVICE

❖ ❖ ❖ NEW YORK

PROPRIETARY MEDICINE ADVERTISERS DISCUSS HOSTILE LEGISLATION.

LARGE GATHERING IN NEW YORK FOR
ANNUAL CONVENTION OF P. A. A.—
NO HOSTILE BILLS YET PASSED
EXCEPT AGAINST OBJECTIONABLE
MEDICAL ADVERTISERS.

That business prospects in the large field of proprietary medicines are constantly getting better was the cheering note sounded by the Proprietary Association of America at its twenty-seventh annual convention held on May 11th and 12th at the Hotel Astor in this city.

The convention, which was attended by about one hundred of the leading manufacturers of proprietary medicines of this country, fully two-thirds of the association's entire membership, was one of the most earnest and enthusiastic the organization has ever held. It was dominated throughout by a spirit of real optimism for the immediate trade future.

The chief matter of interest to the advertising world that came before the meeting dealt with the question of legislation having a bearing on proprietary medicines. George L. Douglass, of Chicago, counsel for the association, took up practically all of the final session on Wednesday afternoon in making an exhaustive report on the existing legislative situation.

Mr. Douglass told what had been done during the last year in the way of combating and defeating efforts made in the legislatures of various states, chiefly in the West, to enact laws which would have been injurious to the proprietary medicine interests. He also outlined what was proposed to be done during the coming twelve months in the same line of endeavor.

Although a number of bills were proposed which would have worked injury to proprietary interests, Mr. Douglass stated that none had been passed by any of

the legislatures which unduly restrain or directly affect legitimate proprietary medicines. A bill had been passed in Minnesota prohibiting the advertising of certain classes of medical service, and a similar bill, he said, is pending in Illinois. Oregon and Washington have also passed bills against a certain class of medical advertising.

While none of these measures immediately affect the proprietary medicine field, many of the members of the association, nevertheless, agreed that the action of the legislatures in adopting laws of this character contains an element of danger to the legitimate proprietary medicine business. If the lawmaking bodies start in to restrict advertising, they asked, where were they going to stop?

The last act of the convention was to re-elect the same board of officers that served for the term of 1908-'09. They are: President Frank J. Cheney, "Hall's Catarrh Cure," Toledo, Ohio; first vice-president John W. Kennedy, of E. C. DeWitt & Co., Chicago; second vice-president A. H. Beardsley, of Dr. Miles Medical Company, Elkhart, Ind.; secretary and treasurer O. C. Pinckney, Himrod Manufacturing Company, New York.

Among the best known of the proprietary men who attended the convention at the Hotel Astor were: W. H. Gove, Lydia Pinkham Company, Lynn, Mass.; Dr. V. Mott Pierce, "Pierce's Favorite Prescription," Buffalo; James A. Patten, "Wine of Cardui," Chattanooga Medical Company, Chattanooga, Tenn.; George F. Newman, "California Fig Syrup," Louisville, Ky.; Joseph Hindes, "Bromo-Seltzer," H. B. Foley, "Foley's Honey and Tar," Chicago; E. C. Bucklen, "Bucklen's Arnica Salve," Chicago; E. C. DeWitt, "Kodol," New York; James T. Wetherald, "Vinol," Boston; Dr. J. B. McFatricks, "Murine Eye Remedy," Chicago; W. C. Weiss, "Cascarets" and "Danderine," Wheeling, W. Va.; Edward Schall, Meyer Bros. & Co., St. Louis, and R. R. Land, "Swamproot," Binghams, N. Y.

An Agricultural Advertiser

Well known to everybody in this country, recently made the following statement: "Without any flattering on my part, I can say I have entertained the idea for a long time that the Orange Judd Company are just my kind of people for pushers. That is, I mean the kind of people I like, the people who do things—who take off their coats, roll up their sleeves and go after it." Then he wound up by remarking that as a business proposition he was able to get more out of the Orange Judd Trio than any papers he advertised in.

There is only one logical, one absolutely true reason why so many things are being said in favor of

The ORANGE JUDD TRIO

And that is our position in the farm paper publishing business doesn't merit anything else. If our methods were not along the 20th century idea—that of intelligent co-operation, we would not merit the things being said about us today, neither would advertisers be getting such good returns from our papers.

If you want to reach the money making farmers in the central west, use Orange Judd Farmer with its 90,000 circulation. If you want trade from the farmers of the prosperous middle states, the American Agriculturist with 110,000 weekly circulation will best serve you; while if you want to do business with the well-to-do farmers throughout the six New England States you've simply got to use the New England Homestead with its 50,000 weekly circulation.

If you are not now using these papers we should be very glad indeed to have a few minutes of your time, which can be done either through the mails or by a personal interview.

ORANGE JUDD COMPANY

Western Office:
1448 Marquette Building
Chicago, Ill.

Headquarters:
439-441 Lafayette Street
New York

Eastern Office:
1-57 West Worthington St.
Springfield, Mass.

"MAIL-ORDER CLASSIFIED" SUCCESS BY PHILADEL- PHIA NEWSPAPERS.

AN INTERESTING DEVELOPMENT OF THE MAIL-ORDER IDEA BY THE "INQUIRER" AND "NORTH AMERICAN"—IMMEDIATE SUCCESS—IDEA CERTAIN TO SPREAD RAPIDLY.

By Theodore B. Creamer.

An interesting field in classified advertising is being developed by the Philadelphia *Inquirer* and *North American*. Under the general heading "Mail-order Business," the *Inquirer* has within a few months reached a displacement of over ten columns in the Sunday edition. The increase has been gradual, but steady, through well-organized effort.

This advertising in the *Inquirer* is given preferred position in the twelve-page classified section. It covers practically the entire front page. It is cleverly arranged. Across the top of the page is a half-tone cut of a train of mail cars and engine one inch deep. This bit of "color" at once attracts the eye, since no other illustrations are permitted on the page. Under the general heading "Mail-order Business," at the top of each column, is an alphabetical sub-classification which quickly puts the reader in touch with what is desired.

The number of these sub-headings is quite large and evidently unlimited—a distinct advantage to the advertiser who may have some specialty featured without additional cost. Here is a list of sub-classifications in a recent issue:

Agents and Salesmen; Business Opportunities; Male Help Wanted; Female Help Wanted; Advertising Badges; Building Materials; Candles; Card Tricks; Coins and Stamps; Dogs and Birds; Electrical; For Garden and Orchard; For the Farm; For Sale; Horses; Horse Remedies; Household; Hypnotism; Instruction; Jewelry; Labels; Medical; Miscellaneous; Musical; Novelties; Office Fixtures; Of Interest to Men; Of Interest to Women; Personal; Pictures; Picture Parlor; Postcards; Poultry; Printing; Publications; Real Estate; Recitations; Shorthand; Toys; Typewriters.

It may be assumed from the number of commendatory letters from mail-order advertisers the

newspaper prints on its mail-order page, and the constant increase in business, that the department is a distinct success. A glance over the columns brings to light names of advertisers of national fame who are being secured through a systematic letter campaign. These letters are practically the only expense involved in business-getting. No solicitors; no branch office commissions! And nearly every order accompanied by cash!

The *Inquirer* guarantees the sale of over 200,000 copies of its Sunday edition, and it is non-returnable. Evidently, this distribution, covering almost all of Pennsylvania and Delaware and a large section of both New Jersey and Maryland, attracts the mail-order business man, for he cannot get anything like the reach at such prices as the *Inquirer* and *North American* offer. These papers are circulated remarkably widely within one hundred miles and more in all directions.

The success of this mail-order classification should bring into the field at least one big "classified" daily in every city. It will mean keen competition with the classified departments of both the magazines and mail-order journals.

An avalanche of literature will probably follow the general taking up of this field by the dailies. Hitherto, newspapers have been notably shy on anything that savored good "space advertising," as often commented upon in PRINTERS' INK. But to get busy in the mail-order field, where most of the business is secured by mail, means the adoption of methods long used by monthlies and weeklies.

Continued growth of this department may bring about a section devoted to the mail-order business. It is certain that with increasing business, the advertiser will insist upon illustrations and more effective display, which are not at present permitted. Illustrations will mean greater displacement and consequently the newspapers pulling the business should find it profitable to devote a special "run" to it.

Use of illustrations and stronger

The Chicago Record-Herald

gained in April, 1909, over the same month, 1908.

235

COLUMNS OF DISPLAY ADVERTISING.

THE CHICAGO RECORD-HERALD has the confidence of a high-class following. It aims to print only such advertising as it believes to be reliable and trustworthy. Whenever The Record-Herald has reason to question the good faith of an advertiser the copy is declined. THE CHICAGO RECORD-HERALD will not knowingly print spurious, fake, get-rich-quick or highly speculative advertising. Circulation and advertising books always open to interested advertisers.

Average net paid circulation for 1908, daily, exceeded 141,000.

Average net paid circulation for 1908, Sunday, exceeded 197,000.

The Chicago Record-Herald

New York Office: 437 Fifth Avenue

Quality and Quantity

The Daily and Sunday Times enjoys the top-notch distinction of having both the PRINTERS' INK "Gold Marks" and the "Guarantee Star"—the last tests of quality. The

Seattle Times

is one of the very few big newspapers which have a great deal of *both quantity and quality* of circulation.

During March, 1909, the Daily Times averaged 59,191 copies, and the Sunday Times 78,127. It also has the record for advertising carried in Seattle, and is the big effective medium of all the Pacific Northwest.

You need the Times to move your goods in this rich section.

Only one newspaper in America exceeds the Times in amount of advertising carried.

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

**Tribune Building
NEW YORK CHICAGO**

display should also bring about an increased rate. It should be close to the transient display rate.

This mail-order department should have a healthy effect on a newspaper's local display business. The local merchant must quickly realize that the development of this field is a good thing for him. It will attract out-of-town buyers for his wares who before would have paid little attention to his message. The very fact that the large department stores go the limit to secure out-of-town buyers through illustrated booklets and attractive literature proves that great possibilities lie in the path of the smaller local merchant who shall advertise in the display columns—and the classified, too, if he chooses—of a newspaper which leads in the mail-order business.

Greater efforts will likely be made by newspapers taking up this field to push their country circulations. In fact, it is apparent that the introduction of this feature will be marked by activity all along the line in newspaper offices.

Some interesting advertising is being done by many newspapers, to secure classified advertising. There is exceptional value in clas-

*It gets no wages or others.
Go after jobs and sending.
I like my apples to my place
and get results by posting.*

The Classified



NO ANNOYING, isn't it, to have gifts of all degrees of fitness and unfitness trooping into your office job-hunting? Don't you see how much better it is to learn their qualifications, before hand?

Sentinel Want Ads

not to a third address either: you will find them at your leisure, and we only those who are most suited for the position you wish to fill.

"Position Wanted?"

Also get favorable consideration for young women looking for employment, as: book-keepers, stenographers, or clerks.



**Use Them, Read Them
They Pay Both Ways**

sified advertising, both in cash and in local prestige, and it pays to push it.

The Hall Taylor Company has prepared a unique series of ads for the Milwaukee *Sentinel*, which have brought excellent results.

A REMARKABLE SPECIAL NEWS-PAPER EDITION.

One of the most remarkable special newspaper editions ever published in this country was issued recently by the Denver *Rocky Mountain News*, published by ex-Senator Thos. M. Patterson.

The number was in celebration of its Golden Jubilee, and was dedicated to the "Great Inter-Mountain West." The number was bound like a magazine, though of newspaper size, and carried 124 pages. A splendid cover in color, drawing the contrasts between Colorado in 1859 and the present—a facsimile of the first number, published before the Civil War, is printed full size, and throughout the book are splendid articles and illustrations.

This number marks a high water point for special newspaper editions in this country.

WINDOW TRIMMER WANTED

To take charge of window trimming for chain of retail shoe stores. Must be expert in artistic arrangement and effective display.

State age, experience, present employer, if any, and full particulars.

All communications strictly confidential if desired. Good chance for right man.

Address P. O. Box 3276, Boston, Mass.

Lincoln Freie Presse

GERMAN WEEKLY,
LINCOLN, NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

"A Daily Newspaper for The Home"

The Christian Science Monitor

OF BOSTON, MASS.

Every Afternoon Except Sunday

World-wide Circulation and undoubtedly the most closely read newspaper in the world.

Advertising rates furnished on application.

A Cereal Food Campaign in Worcester, Mass.

"I called upon all the leading retail grocers of Worcester as well as the wholesalers," writes the Sales Manager of a Chicago Milling Company, "and was much impressed by the fact that the grocers' reports showed the *GAZETTE* coupons cut from our advertisement to be greatly in excess of the others, and in many instances nearly ALL the coupons were from the *GAZETTE*."

For **Worcester**
the **Gazette!**

JULIUS MATHEWS
Special Representative

The Man Looking for the Position The Manufacturer Looking for an Advertising Man

Can get together through PRINTERS' INK. A dozen prominent advertisers want high-priced advertising managers now—read their ads in PRINTERS' INK. Every live advertising man who wants another position makes his wants known through PRINTERS' INK.

If you want a position or want to employ an advertising man, try a PRINTERS' INK Classified ad.

Chicago Correspondence

Printers' Ink invites advertising men in the Chicago field to send interesting items and suggestions about advertising to the Chicago editorial office—Printers' Ink, 884 Tribune Bldg., Chicago.

AN ADVERTISING EMPIRE.

THE WEST'S EXTENSIVE ADVERTISING ACCOMPLISHMENTS AND POSSIBILITIES—NEW WEALTH AND BUSINESS ENERGY IN GREAT ABUNDANCE.

By Hanley Woolston.

The more one travels in America the more one is compelled to recognize that the trend of things is Westward. Time was when Buffalo was considered west and to-day if you come from Ohio and go to New England they will say in the knowing way of the far-seeing ones, "You are so different from us one can tell you are a Westerner the moment one hears you talk," while in 'Frisco the native son will say of the Colorado man, "He's an Easterner." Be this as it will be or is, the fact remains that the man who watches the West is the man who knows how the country is going, and going fast.

In nothing is progress so rapid as is the advertising of the West. Space will not permit the telling of any of the real miracles in land advertising of the past two years. Up in Idaho cities of several thousand men have been born in almost a night. Whole counties have been populated in a month where before all was silence and sage brush, coyote and cactus. Acres that formerly rendered nothing but alkali or so-called alkali dust now produce crops that enrich the land owner in a single year. This state of affairs obtains also in Oregon, Washington, Texas, Montana, Colorado, Arizona, New Mexico and California. What does all this mean?

Where do they come from, these people who dig from the deserts fortunes in a year? We will not know until the next cen-

sus just how hard hit the East and Europe have been struck. They come from somewhere and they number not hundreds but almost millions, and they have money to spend and are spending it. These men who went West are progressive men. They are men who read advertising, for the majority of them were attracted to their present homes by advertising. This new empire is a fruitful soil. Here are fortunes to be made—fortunes that will shame some of those which we regard as big in this age of hysterical money.

More than that, these fortunes will be virgin riches, not culled from the exhausted sinews of mill hands and day laborers, but new, clean and unspent, ready for distribution by men who know the value of money and are determined to make of their new homes garden spots in every sense of the word. A few moments spent at looking at these new lands with their wonderful people and their magical crops and yields of all kinds will astound one beyond compare.

This wonderment will increase to sheer amazement when one goes deep into the questions of the West. The land movements are but ripples on this sea. Down the Mississippi Valley things are moving slowly but surely. Arkansas (be sure you pronounce it Arkansaw) is perking up with an interest that is marvelous: Louisiana is alive to her opportunities, for her metropolis, New Orleans is to be one of the largest cities of the land. Down the Mississippi will pour the waters of the great lakes. Every state on the Mississippi is busy getting its machinery ready to furnish the money to take care of the Father of Waters so that this great waterway can be made to handle the large steamers from the sea.

The great railway systems are to-day buying all the land they can along the water front at New Orleans and up the Mississippi. Why? Because they see the handwriting on the wall. Illinois has a bill before the legislature now for an appropriation of twenty millions to take care of the drainage canal. The national Congress will furnish the funds to dredge out and maintain a deep channel in the Mississippi River. This is all to be done before the Panama Canal is finished.

When this work has been completed the freight route will no longer be to Europe and the Orient via New York but down the Mississippi and a straightaway sail to all points of the compass. The West will receive its foreign bought goods at its own wharves and the West will be amply able to care for itself in all these things.

But back of all this movement there is the principle of advertising and advertising alone. Western men and Western communities will do anything, submit to anything, that means the making bigger and better of this empire they are building.

Corpus Christi Herald

Leading Morning Paper of Southwest Texas Gulf Coast
"THE NEW COUNTRY"

The Herald has passed its first year successfully and is ready for new business

Write for contract rates

W. BARRAN LEWIS
PUBLISHER
Corpus Christi Texas

More Circulation than
all (three) other Portland
Dailies combined.

Evening Express

Portland, Maine

A Two-cent Evening Paper—
live, clean, aggressive, comprehensive.

The Best Woman's Page.
The Best Sporting Page.
The Best Financial Page.
The Best Local News.
The Most Telegraph News.
Largest Daily Circulation in Maine!

JULIUS MATHEWS
Representative

FOR

Bill Posting

in all
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PUBLICITY BROKER
TIMES BUILDING
NEW YORK CITY.

THE ADVERTISING VALUE OF PUBLIC SPIRIT.

WANAMAKER'S ADVERTISING MANAGER ARGUES FOR A LARGER OUTLOOK BY MERCHANTS—LEADERSHIP IN LOCAL WELFARE IS BOTH GOOD MORALITY AND GOOD BUSINESS.

By Paul Lewis.

This is a brief talk for merchants and advertisers from the young man who is filling well the good-sized shoes left by Powers and Appel in the office of John Wanamaker's advertising manager in Philadelphia, J. R. Hamilton. One of the ideas upon which he is most enthusiastic is very important to the small merchant who would become a big merchant, and to the big merchant who would be stronger.

The principle is this: The merchant who wants his store or establishment to be the power in the community that it should be, must give of his own time and effort and means for the betterment of that community in every way possible.

As Mr. Hamilton puts it: "The merchant has a work to do beyond the mere bartering of goods. He must be a builder of roads, an improver of towns and cities, a leader in movements for the public good. Let him do this, and his business will be built upon the rock of the people's confidence.

"The small merchant, who thinks only of figuring profits in the back room of his little store, and the big merchant, who regards his store only as an institution for his personal profit, are alike wasting great opportunities. In the first place, the store should not be merely an institution for profit. The merchant should not merely consider, 'Now, of what can I sell the most and how much profit can I make?' but 'What do the people want, what do they need, what can I sell them to bring more cheer and comfort into their homes and more happiness into their lives?'

"His legitimate profits will come; no need to worry about that; and with them will come the guarantee of future profit and

standing in a loyal and confident clientele that cannot be alienated by any influence under the sun. That is the view of merchandizing which must be taken by the merchant who wants to realize his full powers. He must give service and thought for the welfare of the people, and his reward is sure.

"He must regard his store as a cog in the great complex machinery of distribution on which modern civilization is founded. But his business is not confined to his store. He owes something else to the community.

"Too many merchants, I fear, think only of what they can get out of a city without planning to give anything. They figure out how much they can sell and the profit, and consider their work done.

"The modern merchant cannot be content with that. He is the best-equipped man in his community, through actual business training, to take the leadership in movements for public betterment, and he must do it. There is a vast amount of work to be done in this country. There are roads to build, marshes to drain, deserts to irrigate, cities to build and extend and improve. This work must be conducted by business men. And who is better fitted for it than the man who has made business his daily work.

"I do not mean that the merchant should take his own capital to finance undertakings, and give his time to actual direction of the work. But he can interest others and arouse the people to the need of improvement and assist in many ways in the practical accomplishment.

"If a trolley line is needed to connect his town with another, he can induce the investment of capital; he can assist in obtaining franchises on right terms and keep pushing right along, until the thing is done.

"If the streets of his city need paving, he is the man to lead the agitation. If his town needs a new post-office, he is the man who should start the movement to get it. Whether it is a town hall, a

public park, a new Y. M. C. A. building, a system of drainage to eliminate mosquitoes, better dock facilities, a deeper channel or a river dyke, there is always something to be done for the common betterment of a community, and the merchant should take his rightful place in the work.

"If public agitation is needed, he can profitably give a part of his advertisement for the purpose now and then. The space will not be wasted; that kind of copy frequently brings the best results. Anything that helps a community also helps the store or other business which is an established institution in that community.

"Too often these things are left to the local newspapers and to politicians. The newspapers plug along nobly and accomplish wonders, considering how little co-operation they have from business men. The politicians do nothing until they see the rake-off.

"Meanwhile, the merchant who could and should make things go with a vim is poring over his books to see how he can enlarge his profits. If he were giving some of that time to his community, his profits would enlarge themselves naturally.

"This is not a new viewpoint. Some of the greatest successes in the mercantile world have been made by men who had the interests of their communities at heart and furthered them as best they could. Of course, some great fortunes have been made by mere selfish bartering, but that is only one kind of success, anyway. And the great proportion is with the big, broad men who have been guided by public spirit."

The number of merchants who plunge in with uprolled sleeves to do their share of the work is bound to increase, says Mr. Hamilton, first, because the merchant is beginning to learn that it pays, and again because the business of commerce is drawing into it the best brains and blood of the nation's young men, to whom progress in every direction is second nature. Right here is the place to quote from an editorial by Mr. Hamilton in the Wanamaker ad-

vertisement of March 3d, just after the opening of the store's anniversary:

To-day the colleges and schools of America are pouring their young men into business, not merely for the money they may learn to make, but because it is the most interesting thing they know.

The business of distribution has become the most marvelous inspiration of this commercial age. Through it the bananas of Hawaii and the strawberries of the Carolinas come fresh to our table while the snow is on the ground. Through it the Kansas farmer pours his wheat into the German mill, and the Englishman eats roast beef from the Texas plains. The very shepherd of the Andes no longer fashions himself a rough coat from his skins, but placidly shears his sheep and sends his wool away, knowing that, somehow, from somewhere, out of that vast unknown North will come a woolen undershirt to guard him in his winter against the cold.

This was part of an editorial designed to show the vast difference of present merchandizing methods from those of a generation ago. It is given as an evidence of Mr. Hamilton's enthusiasm for business, and that he practices what he preaches.

On December 15th last, when the commercial world was striving to throw off the shackles of timidity imposed by the panic, the top third of a Wanamaker page ad was devoted to an editorial on the crop reports then just announced, and the latent wealth of the nation. It concluded:

This poor, down-trodden nation, so rich that the poorest of us would be rich to any European peasant; this little handful of eighty million people, carrying the wealth of the world in its pockets, set up a terrible cry of alarm a year ago when somebody overturned the ink pot and got things black.

It's time to forget the incident; doubly time. The best Christmas present we can give ourselves is a new determination to roll up our sleeves and go to work.

As a tonic for business confidence that sort of thing couldn't be bettered, and it had an effect all over the country. Hundreds of newspapers quoted it.

Again on February 22d, in welcoming home the battleship fleet, the Wanamaker ad contained a strong plea for an American merchant marine, pointing out that 82 per cent of our commerce is carried in foreign vessels.

It might be said that John Wan-

amaker is a good illustration of the kind of spirit that Mr. Hamilton advises all merchants to cultivate. He started the construction of the last half of his new store when business was at its lowest ebb last fall, and specified that Philadelphia labor should be employed as far as possible—there was a great army of unemployed in the city then; he has made the floors of that building 18 feet apart, and provided the most modern system of ventilation as a contribution toward stamping out tuberculosis; he gave a free performance every day in March of the "Hiawatha in Life," for which material and photographs were gathered among the Indians in the West at a cost of \$50,000; and such incidents could be given in great number.

But illustrations are not needed to prove the soundness of the principle that giving is as much a part of modern business as receiving.

Mr. Hamilton is a Californian, and young. Five years ago he was editor of *The Wasp*, a humor weekly, in San Francisco, and gave all his time to literary work. One day his interest turned to business, and he got a job as advertising man for a small store in 'Frisco. His work attracted attention, and a couple of years later he became advertising manager for Prager's Department Store.

From San Francisco, he went to Kansas City as advertising manager of the Jones Dry Goods Company, and thence came to Wanamaker's as successor to Joseph Appel, who was made merchandise manager.

Mr. Hamilton, by the way, has invented a new novelty post-card which bids fair to be widely used for advertising as well as souvenir purposes.

Munsey's magazine for May contains some four-color work which is highly attractive and an improvement which is bound to win friends for the pioneer 10-cent monthly. All of the Munsey publications are improving steadily, typographically as well as editorially.

The Winona *Republican-Herald* issued a splendid spring fashion and Easter supplement on March 20th.



Something New for Advertisers

Our new book of cuts has just been issued.

It contains proofs in colors of the oddest and most striking cuts you ever saw.

Intended for people in search of the unusual—or something different, that attracts attention and holds the interest.

For the use of advertisers who would appreciate dashy, brilliant and artistic illustrations for pamphlet covers, circulars, newspaper ads, etc.

Any advertiser can find cuts fitted to his business.

Orders for cuts shipped same day received.

This book entitled "Unusual Pictures" will be sent prepaid for 50 Cents. 100 pages. It sparkles with new ideas and will return the price a hundred times over.

THE PATTERSON-GIBBS CO.
Heyworth Bldg. Chicago, Ill.

ADVERTISING SPECIALIST WANTED

A large manufacturer in New England has unusual opening for capable advertising man to take charge of magazine, newspaper and window display advertising for chain of retail shoe stores. One with large experience in different cities preferred.

All applications strictly confidential if desired.

State age, experience, present employer, if any, and full particulars.

Address P. O. Box 3276, Boston, Mass.

Would You Buy 250 Billboards?



COVERING wealthy Pittsburgh and environs—radiating outward on all railway lines 125 miles. A splendid advertising opportunity. Each sign 8 x 32 feet costs \$30 a year—painting of your design included.

Lloyd Curtiss 700 Heeren Bldg.
Pittsburgh, Pa.

The Des Moines Capital

has a city circulation of 13,500 copies daily in a city of 15,000 homes, with a population of 100,000 souls which is almost one paper for each seven inhabitants, and is 50% more city circulation than can be shown by any other Des Moines newspaper.

Total circulation over 40,000 copies daily, the largest in Iowa.

You can talk to all Des Moines and Central Iowa by using the advertising columns of the Capital. Display space 5 cents per agate line.

LAFAYETTE YOUNG, *Publisher*

EASTERN AGENTS

Chicago	-	-	-	Elmer Wilson, Hartford Building
New York	-			O'Mara & Ormsbee, Brunswick Building

THE Christian Science

"A Daily Newspaper for

Published at Boston, Mass. Has a
The Monitor is one of the few at
America having

*An Organized Foreign Service
tion to Its News Assoc*



THE MONITOR is one of the
papers in America. This sho
Those who gain admission to
say they get results.

*New York Office
Metropolitan Building*

*London Office
Clun House, Surrey St*

THE Science Monitor

"Newspaper for the Home."

Class. Has a world-wide circulation.
the few afternoon newspapers in

*n Service of Its Own in Addi-
s Association Franchise*

one of the most closely read news-

This should appeal to advertisers.

mission to its advertising columns

— Rates on application

London Office
e, Suney Street, Strand

Chicago Office
Orchestra Building

597 COLUMNS GAIN

First Quarter, 1909

¶ During the months of January, February and March, 1909, the daily STAR gained 597 columns of Advertising over its record for the corresponding months of 1908. By the same comparison, the STAR'S two afternoon contemporaries, combined, suffered a loss of 215 columns.

¶ The official figures in columns follow:

	JANUARY	FEBRUARY	MARCH	TOTAL
STAR - - -	Gain 40.10	Gain 196.57	Gain 361.	Gain 597.67
Post-Dispatch - -	Loss 239.92	Gain 29.30	Gain 89.	Loss 121.62
Times - - -	Loss 82.44	Loss 65.55	Gain 54.	Loss 93.99

¶ These facts and figures speak volumes to the "SHOW-ME" Advertiser.

- ¶ These facts and figures speak volumes to the "SHOW-ME" Advertiser.
- ¶ They unmistakably indicate the trend of popular sentiment in the St. Louis field and prove, beyond all question of doubt, that the STAR is in its ascendancy.
- ¶ Especially is this true when the question of circulation is included in our reckoning.
- ¶ Within eight months' time, the home circulation of the STAR has quadrupled, its branch and residence sales have been multiplied by five, its suburban and country circulation has trebled and its down-town street sales have increased 100 per cent. The STAR'S net circulation gain during this period has been greater than ALL other St. Louis papers—both morning and afternoon—combined.
- ¶ This, indeed, is the most remarkable record that any Newspaper has ever established. And in this record is forecasted a future condition that shrewd Advertisers will do well to anticipate by contracting for advance space in the STAR, NOW!

THE ST. LOUIS STAR

St. Louis, Mo., April 25, 1909

By CAL. J. MCCARTHY, Adv. Mgr.
LEWIS PUBLICATIONS

Special Representatives—St. Louis Star
BARNARD & BRANHAM
Boyce Building, CHICAGO Brunswick Building, NEW YORK

CAR ADVERTISING AND SELLING COST

"We will all concede that heavy localized advertising is more efficient than more thinly spread general advertising. But how about net profits? Do you maintain that the ultimate selling cost of cars, which you say reach everyone, is as low as the ultimate selling cost of general mediums which reach the cream of the buyers?

That is an interesting question. The car system carries most of the cream of any city. It carries them often. Street car advertising is repeated to the cream day after day.

It is surely better to reach the cream once a day than once a month.

Then many a manufacturer fools himself on his own clientele. The very best commodities are often bought in poor communities. The lower East Side in New York buys many high-class and high-priced articles.

We have seen many cases where the manufacturer of a high-class product has aimed his advertising at the cream and failed. By turning around and aiming his advertising through the cars at all classes he has succeeded.

It would seem safe to assume that a 25c. toilet soap is purchased by the cream of buyers.

We advertise such a soap. The manufacturer switched his advertising bodily from general mediums to the street cars.

In answer to an inquiry from another manufacturer, the Treasurer of this Company said, "\$60,000 in the street cars produced for us 20% more business than \$90,000 in....." (We won't name the specific class of medium. It was general advertising that is conceded to reach the cream.)

At another time this same man-

ufacturer said he was surprised at the exceptionally high character of direct replies which came from the street cars.

To stimulate the dealer's interest in making sales for *you*, the best thing you can do is to make sales for *him*. Get him into the habit of handing out your commodity in response to direct calls.

If it is back on the shelf waiting for an occasional call from the "cream" it seldom enters the dealer's mind. If it is getting rapid, persistent calls from the "cream" and other classes, it is brought *constantly* to the dealer's mind. Unconsciously he will himself then make many a sale to persons who have never called for the commodity by name.

One dealer backed by intensive car advertising is often worth a dozen dealers without this intensive backing.

Of course, this is all assuming that the copy is sound.

There is a general misunderstanding of street car copy. It is hard to produce, but when produced right it is not the light, postery, catchy product that in the past has been so prevalent in car space.

About the cost.

Few advertisers who have not looked into street car costs are aware of its economy when used on a broad scale.

In conclusion: We have in hand to-day many campaigns where we are showing better net profits with intensive, localized, street car advertising than the manufacturer got with thin-spread advertising aimed at the cream.

We are the exclusive National Selling Agents for the space of more than three-fourths of the cars in the United States, Canada, Cuba, Mexico, Porto Rico, Brazil and the Philippine Islands.

Street Railways Advertising Co.

Western Office
First National Bank Bldg.
Chicago

Home Office
Flatiron Bldg.
New York

Pacific Coast Office
Humboldt Bank Bldg.
San Francisco

FACTS PULL IN LOS ANGELES BREAD ADVERTISING.

OVER 25,000 MORE LOAVES SOLD WEEKLY, AFTER A FOUR MONTHS' NEWSPAPER CAMPAIGN — COST, \$200 PER MONTH.

By A. Carman Smith.

I have read with keen interest in PRINTERS' INK of several successful bread advertising campaigns. We are right now in the very midst of just such a campaign, which, for results accomplished, I believe, will match up with any of them.

We have made no attempt at far-fetched cleverness or smartness, but have gone right down to the vital, fundamental and ordinarily unknown facts about bread-making; facts concerning purity and cleanliness which, psychologically, cannot be ignored by the bread-using public. We have drawn out these facts, and put them up into the limelight where they have been diffused through the public intelligence, and where the public have had a chance to pass on them.

Their verdict is partly rendered—in but a little over four months the sales have increased from 57,000 to 82,500 loaves per week—and the end is not yet. This re-

tation of simple but extremely vital facts has accomplished wonderful results with a very small appropriation.

The first two months of this advertising is just now beginning to be really felt, and it is only logical to assume that the next four months will show even greater results than the past.

While the bakery we are advertising is undoubtedly one of the finest and most sanitary on the continent—the facts presented in our advertising are not necessarily confined to this bakery alone. They can be said of, most any first-class, modern bakery, and why more bread advertisers do not make use of them it is beyond me to fathom.

The great trouble seems that so many advertising men go chasing rainbows, when the subject they are advertising is fairly alive with forceful, interesting, business-getting information the public is really eager and anxious to get.

The proof that the public is interested in these facts was shown here about two weeks ago, when in response to a special invitation, over three thousand people visited Bradford's Bakery in a single day. They got here the proof of the claims we have made through the newspapers—they got the conviction of their own eyes—conviction that must bring results.

sult has been accomplished by an average expenditure of considerably less than \$200 per month, distributed between two daily papers.

This is an instance where careful and hard thinking, and the straight-from-the-shoulder presen-

BUSINESS FOR COUNTRY WEEKLIES.

GEORGE W. SWIGART.
Michigan Farm Lands.

ROCK ISLAND, ILL., May 10, 1909.

Editor of PRINTERS' INK:

I would like to get in touch with some good agency that has a good list of country weeklies. I want to run small classified ads at first and gradually increase the list until I cover all states East of the Mississippi and north of the Ohio.

Will you please give me the names of a few agencies handling that line that would care to start with a small account. I enclose stamped envelope for reply.

GEORGE W. SWIGART.

As proof of the appreciation of the public for the new *Delineator*, 52,000 new paid yearly subscriptions were received a month after the April issue was published. The sales of copies for April from newsstands and Butterick dealers was over a hundred thousand more than April, 1908.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

President and Treasurer, J. D. HAMPTON. Secretary, J. I. ROMER. Manager, J. M. HOPKINS. OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. The address of the company is the address of the officers.

Issued simultaneously in England by S. H. Benson, Ltd., Kingway Hall, London, W. C. Editor, Thomas Russell. Subscription, English Edition, 1 year, 10s.; 6 mo., 5s. Postage, 2s. 6d. per year.

Combination subscription and advertising rates for both editions on application to either office.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager.

Chicago Office: 844 Tribune Bldg., Telephone, Central 4461. WM. S. GRATHWOHL, Manager. St. Louis Office: Third National Bank Bldg. A. D. MCKINNEY, Manager.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. Five cents a copy.

JESSE D. HAMPTON, Editor.

J. GEORGE FREDERICK, Managing Editor.

New York, May 19, 1909.

The New Kind of Journalism

To those who have their ear on the ground to note the modern tendencies of journalism, it is evident that there is a distinctly forward movement of great significance going on. For years it has been the custom to argue that the newspaper is entirely a commercial organization which must be run on purely counting-house principles. The many sporadic attempts to prove something else, and their necessary failure, has furnished seeming substantiation of this argument.

However, some very fortunate combinations of money, ideas and practical experience have entered the newspaper field in the last decade and established some rather remarkable results. These results have been distributed from one end of the country to the other with a spontaneity that indicates that some fundamental changes in newspaper editing and publishing are taking place. Somewhat of the

old-time editorial vigor has been revived, this time not in a passionately partisan way, nor with the idiosyncratic personal ear-marks of the days of Greeley and Dana. The new editorial energy is impersonal, bent on broad public welfare with a long-visioned appreciation of the final business success of the thoroughly clean and aggressive newspaper.

Selecting concrete examples of this tendency at random about the country is not at all a hard task. Besides the San Francisco newspapers, whose activity in behalf of reform have already been mentioned in *PRINTERS' INK*, the Los Angeles *Express* deserves credit, among many things, for actually arresting the Mayor of its own town. The Norfolk *Virginian-Pilot* has suffered in a business way for a long time because of a bold but broad stand with regard to its editorial policy, but is now reaping its reward in advertising. The new St. Louis *Star* has earned for itself great credit and won the largest advertisers in the city from the very start, by providing a sharp and creditable contrast to the other St. Louis newspapers. The Chicago *Record-Herald's* determined stand against liquor interests, which resulted in a costly advertising boycott, has not moved it an inch, nor lessened, but much increased, its advertising prestige. The Kansas City *Star* has been most aggressive and vigorous in its policies irrespective of advertising considerations, and the Scripps-McRae newspapers worked hard with *Success* and *Collier's* in their recent campaign against Cannon and Cannonism.

Last, but far from least, is the illuminating example of the Philadelphia *North American*, whose advertising figures, given in last week's advertising in these pages, speak with tremendous force of the inevitable success of the newer kind of journalism.

The public is a great, ponderous, and frequently helpless body, and is constantly realizing that the clean, live newspaper is a good right hand to work for its interests, and rewards the newspapers it trusts with unfailing fidelity,

which the newspaper cashes into good yellow gold through the advertising office.

A Promising Newspaper Advertising Possibility

In the last two or three numbers of PRINTERS' INK there have purposely appeared articles laying stress on securing local dealers' advertising for general advertisers who sell through dealers.

PRINTERS' INK believes that the increasing amount of newspaper advertising secured by national advertisers from their dealers offers a practically untouched opportunity for newspapers to co-operate with general advertisers for mutual profit. Most general advertisers are constantly endeavoring to get dealers to use electros furnished them free. Many dealers never send for these electros because they are not educated to understand or appreciate advertising.

It would be a very happy co-operative plan if more newspapers throughout the country would get in touch with general advertisers and secure proofs of the electros offered to dealers and add their personal solicitations to the mail solicitations of the general advertiser to secure local newspaper advertising. Along lines of this kind progressive newspaper advertising departments are going to work more and more in the future. At present too many newspaper advertising solicitors know very little and care less about "foreign" advertising, yet there is opportunity for a great deal of co-operation between foreign advertisers and local newspaper solicitation. The national advertiser in many cases is leading dealers to become bigger and better local advertisers by persuasive literature and free electros. Many of these electros "hog" space for the national product and let the poor dealer off with nothing but a small signature at the bottom; but the Stearns & Foster mattress series of electros described last week illustrate the tendency in the right direction.

The time will come when newspaper advertising solicitors will eagerly co-operate with national

advertisers in this respect. Dealers are carrying more and more lines of nationally advertised goods, providing more and more incentive and material for local newspaper advertising. The time will come when dealers themselves will be more eager to take advantage of national advertising by using local newspaper space.

It is significant to note, from this week's interesting story of the "Nemo" advertising campaign, that the national advertiser who uses generous newspaper advertising himself, in addition to what he gets free, through dealers, is most successful in securing more dealers' advertising.

Newspaper Advertising Summary Starts

With this issue of PRINTERS' INK there starts a regular feature which is bound to be of great service to advertisers and publishers throughout the country—a monthly summary of advertising carried by the newspapers.

For some years PRINTERS' INK has published a monthly summary of magazine advertising, the value of which is made apparent by the eagerness with which magazines not on the list are constantly trying to get on. "I find," says one such publisher, "that advertisers to whom I go for business have before them PRINTERS' INK and make up their list according to the indications of growth and appreciation as shown in the summary figures. They regard PRINTERS' INK's list and figures as the most impartial and authoritative guide obtainable in the choice of mediums. By means of it they are able to properly discount the hot air which they get from some solicitors; and the magazine not in the summary list at all finds itself up against a hard handicap."

In the conducting of the new newspaper advertising summary PRINTERS' INK will rigidly maintain the accuracy and impartial discrimination which have built up so much confidence in the magazine summary. It cannot guaran-

tee infallibility against errors, of course, but every effort will be made to present the *facts* concerning the growth and value of the newspapers throughout the largest population centers of the country.

PRINTERS' INK believes this summary is going to open the eyes of many advertising men. In the first place, it is going to furnish food for thought to such advertisers who do not yet appreciate the value of the great newspaper marketing machine. In the next place, it is bound to disclose some surprising things about newspapers whose advertising value is a matter of hearsay rather than fact, and about newspapers which are making rapid strides in advertising value.

The newspaper summary, PRINTERS' INK believes, is an absolute essential for the accurate judging of mediums. The advertising value of newspapers is constantly fluctuating, and there exists no more fair and accurate criterion than the comparison of advertising totals, of both local and foreign advertising.

PRINTERS' INK desires to make this list thoroughly representative of the best newspapers in the country and whether a newspaper advertises in PRINTERS' INK or not will make no particle of difference in treatment. The facts will be allowed to speak for themselves without favor.

Editorial Advertising

How deep-rooted and wide-reaching the principle of advertising is, can be judged by the fact, which many newspaper editorial men have not consciously realized, that *all display in a newspaper*—everything that is made prominent—can be called advertising.

Arthur Brisbane, of the *New York Journal*, admits this in an interesting editorial in which he says:

The big type which we use on the front page of this paper is in itself only advertising. It is a way of attracting your attention, so that you will notice and then read other things in this newspaper. Personally, we like the big type as little as you do.

Speech itself had its beginnings in a sort of advertising. We know that our speech comes from the gradually developing growls and grunts and screams and snarls of lower animals and savage people.

When the wolf sees a sick buffalo and needs help to kill it, his long howl across the prairie is a "Help Wanted" advertisement.

When the monkey in a tree, protecting her young, sees a snake crawling along the limb, her almost human shrieks and chatterings are the advertisement of a great danger.

Speech was born of man's wants. And the secret of advertising is largely knowledge of the use of speech.

Carry this idea one step forward—to the editorial page—and Mr. Brisbane will have to admit that a generous share of the prestige of his editorials must be credited to the advertising display which he uses. Proof that this is so is found in the recent experience of the publisher of a live Boston paper who, some time ago, began to *display* his editorials with larger type, wider columns and more prominent heads. Although exactly the same staff of editorial writers continues to write these editorials, the publisher is hearing on all sides what live, readable and interesting editorials he is now running!

"This proves to me," says this publisher, "how practically necessary to all newspaper efforts the advertising idea is. Not only must we give readers good things, but we must *display* these good things and talk about them. It's only a step from this to the matter of telling *advertisers* what you've got. A live newspaper has got to have the advertising idea and use it. That's why I'm using PRINTERS' INK!"

In accordance with its announcement, *Success Magazine* has awarded a prize of \$5 to Edward S. Babcox, 344 St. Paul street, Rochester, N. Y., for the best criticism of the ad for *Success Magazine* published in PRINTERS' INK.

The *Memphis News-Scimitar* recently offered a prize for suggestions to advertise Memphis. The Business Men's Club of Memphis has doubled the cash prizes, so that now \$100 will be offered for the best plan for an advertising campaign for Memphis; \$75 for the best 200-word summary of the advantages of Memphis and \$25 for the best slogan for Memphis. The prizes are open to any one.

The Buying Power Back of Collier's

IT is the *buying power* back of Collier's that you pay for when you use its advertising columns.

It is the surest kind of buying power—the result of home circulation, 85% of which is in paid subscriptions—a power made up of 500,000 of the better families, who can afford all the necessities and many of the luxuries of life.

Any article that would add to their comfort or pleasure can be profitably advertised in Collier's.



E. C. PATTERSON

Manager Advertising Department

NEW YORK CHICAGO BOSTON TORONTO

MONTHLY NEWSPAPER ADVERTISING SUMMARY.

Beginning with this issue PRINTERS' INK will hereafter publish regularly in the third issue of each month a complete summary of newspaper advertising figures for the preceding month.

Though the figures will be secured from the most reliable sources possible, PRINTERS' INK cannot assume responsibility for possible errors. The list this week is necessarily incomplete, but it will be made more extensive each month.

The future files of PRINTERS' INK will consequently afford to advertisers a highly valuable and practical record of the advertising of important newspapers, such as it now carries for the magazines; and afford an accurate basis for judging the advertising value of mediums.

Much interest has already been manifested in the newspaper summary, which all agree to be a valuable service.

The following figures show the total lines of display advertising carried during the month of April. They include only such advertising paid for at display rates, and not "help wanted" or other "classified" advertising.

The papers marked with an asterisk (*) are six-day papers—all others include Sunday issues.

	Display Lines.
New York World.....	1,028,232
New York Herald.....	975,102
Kansas City Star.....	917,400
Brooklyn Eagle.....	871,482
Washington, D. C., Star.....	837,200
St. Louis Post-Dispatch.....	705,600
New York American.....	684,180
New York Times.....	661,711
Minneapolis Journal.....	638,540
Indianapolis News*.....	565,800
Chicago News*.....	565,234
Detroit News.....	552,300
Portland Oregonian.....	551,250
Chicago Tribune.....	519,840
New York Evening Journal*.....	518,247
New York Evening World*.....	511,694
Cleveland Press*.....	496,875
New York Telegram*.....	491,775
Memphis Commercial-Appeal.....	490,462
Philadelphia Record.....	476,910
Worcester Telegram.....	467,250
Atlanta Journal.....	434,672
Philadelphia North American.....	420,580
Philadelphia Inquirer.....	407,730
Dayton News*.....	401,296
Louisville Times*.....	401,282
Cleveland Plain Dealer.....	398,025
Philadelphia Bulletin*.....	389,576

	Display Lines.
Chicago Examiner.....	365,468
Springfield, O., News*.....	356,496
St. Louis Times*.....	347,700
Louisville Courier-Journal.....	344,587
New York Sun.....	341,153
New York Mail*.....	332,093
New York Globe.....	327,969
Nashville Banner*.....	318,500
Chicago Evening American.....	316,050
Chicago Journal*.....	306,614
Albany Times-Union*.....	302,187
Chicago Record-Herald.....	301,800
Worcester Post*.....	293,678
Baltimore News*.....	281,496
Philadelphia Press.....	280,350
New York Tribune.....	264,817
Cleveland News*.....	248,775
New York Evening Post*.....	244,780
Cleveland Leader.....	232,350
New York Evening Sun*.....	228,352
New York Press.....	223,809
St. Louis Star-Chronicle*.....	222,000
Chicago Inter-Ocean*.....	201,515
Philadelphia Ledger.....	197,850
Chicago Post*.....	170,172
Philadelphia Telegraph*.....	166,530
Des Moines Register and Leader.....	143,894
Philadelphia Times.....	97,040
Des Moines Tribune*.....	95,648

* 6 issues per week.

"IF ALL NEWSPAPERS SUSPENDED."

Before the Publicity Club of Minneapolis, Hugh A. O'Donnell, advertising manager of the *Minneapolis Journal*, recently made a most interesting address. Among other things he said:

"All mediums of publicity are merely the channels through which advertising flows. The message delivered is the real advertising. And it must be applied to be other than theory. 'You can learn to make chemical analysis from books and experiment; you can measure the distance to Jupiter and weigh the water in the ocean by mathematics; but there is something about folks which is beyond figures. It is the reaching out of the human to the human. Sometimes it's the little things that count. Colgate says his talcum powder is so good that it can't be improved. He therefore advertises the improved box. A railroad advertises that its passenger trains start and stop without jar or jolt.

"All things equal, a small point will turn trade. To tell these little things costs big money, but it is worth it. Our friend Lafe Young says the American government believes in advertising. Sending the fleet around the world was good work on the part of the American government's advertising department. It was an advertisement of the government to other nations. Digging the Panama canal is more of the governmental advertising department's work. It shows that the American government is here to stay.

"Indeed, this question of advertising is growing so important that Dayton, Ohio, is agitating the value of introducing newspapers into the curriculum of the higher grades in the public schools, that articles on current events might be discussed and criticised and the relative worth of advertisements be judged as a study of business. You

Out of the Ashes Has Arisen the **Richmond Evening Journal**

[The old plant was completely destroyed by fire Feb. 23;]
[new plant was in operation in one month and three days.]

Stronger, Better.

More popular than ever.

Over 17,000 daily—and growing.

Finest building.

Most complete equipment.

Greatest local circulation of any Richmond daily newspaper.

Covers Richmond, Manchester and Petersburg thoroughly.

The local advertisers' great patronage proves what those who should know best think of it. The Journal carries the bulk of local advertising and is read by the people who respond to advertising.

Makes a Richmond advertising campaign a success. Greatest value for money in Richmond.

We can prove it.

RICHMOND EVENING JOURNAL
RICHMOND, VA.

SMITH & BUDD CO., Representatives

Brunswick Building
New York

Tribune Building
Chicago

Third National Bank Building
St. Louis

can get some conception of the commercial meaning of newspaper advertising if you can imagine the absolute suspension of the American daily papers for even twenty-four hours. Think of the state of chaos that would ensue. Think of the mediums of general circulation which some regard as the only natural outlet for the distribution of such news as might be classed as advertising.

"Think of the word of mouth advertising that that fact alone would receive. It is the same kind of word-of-mouth advertising backed by the usual printed statements that is the acme of great publicity. One pleased customer will tell ten, and thus sales are perpetuated, business built and trademarks made worth millions. Dr. Munyon says, any man with the right product and the right advertising can be worth a 'million' in five years."

PRESERVE "PRINTERS' INK"

and other journals of value by using the "American" Magazine Binder, inserts kept clean, convenient and consecutive without piercing or punching. Printers' Ink binder 65c., prepaid, remit with order. Made in any size or thickness for any purpose. BALL-CURTIS PUBLISHING CO., 915 Security Block, Minneapolis.

Very Choice Circulation.

A live, growing paper and a real growing circulation which goes into 6,100 homes—real homes—owned by the man who lives there—men who have money to spend for comfort, necessity or luxury. Reach this class circulation at a low rate—our rate card tells how. Washington Record, Washington, Pa.

THE LEADING THEATRICAL WEEKLY

VARIETY

The only theatrical paper reaching the desirable class of readers.

Publication Office
1536 BROADWAY, NEW YORK CITY

The Boston Cooking School Magazine

OF CULINARY SCIENCE AND DOMESTIC ECONOMICS

JANET MCKENZIE HILL, Editor.

This magazine is now in its thirteenth year. There are 25,000 subscribers who pay one dollar a year for the ten numbers issued. Among its advertisements are those of Walter M. Lowney Co., Arnold & Co., D. & L. Slade Co., Sawyer's Products, Stickney & Poor, Mrs. Lincoln's Baking Powder Co., John Duncan's Sons, Keene's English Mustard,

"Fresh Every Hour"—
Said to be the only good thing about Huyler's advertising. And it's the slogan, too, you'll notice.

That's why a strong slogan's the life of the ad. It's the focal concentration of the whole story. It's it.

You need a slogan for your business. No matter what you advertise, you need one. Tell Thompson, and get one. For Thompson makes and sells slogans.

Tell Thompson, 281 Lark street, Albany, N. Y.

Meet Publishers and Advertisers in New York

Scarcely a day when there is not a dozen or so lunching at the Grand Hotel at 31st street, and Broadway.

Morse Bros., Maillard's Cocoa, Welch Grape Juice Co., Huyler's, Castle Olive Oil, Baker's Cocoa, Mennen's Toilet Powder, Bon Ami, Rumford Baking Powder, Armour & Co., Standard Oil Co., White House Coffee, Kornlet, Manning, Bowman & Co., Electro-Silicon, Ivory Soap, International Silver Co., etc., etc.

Write for sample copy and rates.

Minneapolis Newspapers Have Lively Squabble City Printing Contract

The Minneapolis contract for about \$8,000 worth of city printing for several years has been made the occasion for a lively battle between the Tribune and The Daily News.

Last year the fight got into the courts and dragged on for several months, the Tribune securing the contract at 45 cents per inch.

This year it was a circulation fight from the start and some interesting facts about local circulation were disclosed.

The Tribune as heretofore bid for its morning issue only and claimed that circulation considered, its bid was the lowest.

The bids submitted were:

Tribune, 50 cents per inch.

Daily News, 47 cents per inch.

Journal, \$1.19 per inch.

Alderman Gould opened the discussion by asking for circulation figures from the bidders.

The Daily News presented the following:

Daily Average for year ending March 31, 1909. 33,370

Daily Average for first three months, 1909.... 34,261

Daily average for month of March, 1909..... 35,032

Daily average week April 5 to April 10, 1909.... 36,731

The Morning Tribune presented the following:

Daily average for year ending March 31, 1909. 39,485

The Morning Tribune was asked to state what its circulation was for March, 1909, but did not comply with the request.

Alderman Gould asked what proportion of circulation was in the city, and received the following responses:

Daily News for MONTH of March, 1909 (city only) 18,080

Morning Tribune for YEAR ending March 31, 1909 18,248

The Tribune declined to give these figures on present circulation.

W. McK. Barbour, representing the Tribune, stated that The Daily News was quoting present high-water figures, while the Tribune was giving average figures for the extended period of one year, which were according to specifications and more reliable.

B. D. Butler, representing The Daily News, replied that present circulation and present value were what the city was buying, not what the paper was last year or years ago, and that the Tribune could not make as good a statement now as formerly because the circulation of the Tribune had been going back steadily for two years.

This statement was denied by the Tribune, and the following circulation statements, made public from time to time by the Tribune (morning and evening), were submitted in evidence to the committee:

Tribune circulation year 1908 103,164

Tribune circulation year 1907 101,165

Tribune circulation year 1908 90,117

Tribune circulation, March, 1907 103,933

Tribune circulation, March, 1909 79,641

These figures were not challenged by the Tribune representatives.

Mr. Barbour replied that local circulation only was what the committee considered, and that the Morning Tribune had more local circulation than The Daily News, and on the basis of value it was cheaper at 50 cents per inch than the Daily News at 47 cents an inch.

Mr. Butler replied to this that if it could be proven that the local circulation of the Morning Tribune at the present time was larger than the local circulation of The Daily News, he would give \$1,000 to any local charity.

This challenge was not taken up, but Mr. Barbour remarked that if The Daily News was going to give \$1,000 to the poor he would like to get some of it. This remark raised a laugh all around.

The Journal bid of \$1.19 per inch was not considered by the committee. Two Journal representatives were present, but made no statements to the committee.

The committee voted 3 to 2 in favor of The Daily News' bid. The city council at its next meeting voted the contract to The Daily News, 22 to 4.

COMMERCIAL ART

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

This Simplex Envelope Sealer advertisement is built around the fact that one girl with the aid of

one of these machines can seal all the mail sent out by Montgomery, Ward & Co. This is a



**One Girl
AND ONE
SIMPLEX
AUTOMATIC
Envelope
Sealer**

Seal
**ALL the
mail sent
out by the
great mail order house of
MONTGOMERY WARD & CO.**

The Simplex is Automatic

That explains the whole proposition. The mail is loaded onto the feed-rack just as it comes from the various departments—big and little envelopes, thick and thin enclosures—it is moistened, closed and stacked on drying rack, and then held for a time under pressure. While the mail is going through the machine there is ample time for the operator to keep feed-rack filled and remove mail from drying rack in packages all faced and in good order to send to post-office. And this is all done at the rate of

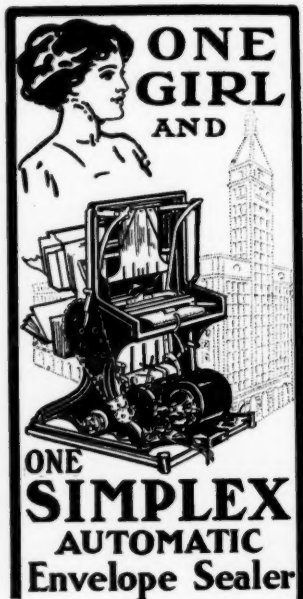
6000 TO 7000 PER HOUR

We do not ask you to take our word for this. Write to M. W. & Co., and ask them. Or ask hundreds of other Merchandise Houses, Banks, Insurance Companies that are using Simplex Sealers. And when you are reasonably sure these remarkable results can be attained try a Simplex on your own mail in your own office. We will be glad to send you one on **TEN DAYS FREE TRIAL**. Don't put it off any longer. **DO IT NOW.**

THE SIMPLEX MFG. COMPANY

West St. Bldg., New York Manhattan Bldg., Chicago
Factory: Thompsonville, Conn.

NO. I



**ONE
GIRL
AND
ONE
SIMPLEX
AUTOMATIC
Envelope Sealer**

NO. 2

most interesting and impressive fact and a splendid basis for the advertisement.

Nearly every business man who has a large amount of mail to send out will stop and consider the significance of the claim made for the Simplex—but he would be more apt to stop if the drawing were not of a character which obscures the message it seeks to convey.

It is a pretty bad mixture of machine, building, and lettering.

The illustration marked No. 2 is one of the many suggestions

which might be made for the improvement of this advertisement.

An advertisement which shows what the article is, how it is used and its convenience to the user comes pretty nearly fulfilling the

Sectionets

are small sections of standard size filing devices for card systems, letters, documents, legal blanks, etc.—but unlike any other line manufactured you can secure just what you want in sections so small and at a cost so low that you can now afford

Sectional Filing Devices

these modern weapons of aggressiveness—the office machinery that enables you to do a better day's work and produce bigger results in shorter time

As for our business book. It's not just one—

They bring to your "finger-tips" every detail of your office.

SHAW-WALKER
Muskegon, Michigan
Chicago - New York

essential requirements of a good advertisement.

This Shaw-Walker Sectionets ad meets these requirements in an attractive, well-balanced way.

SPEED AND ACCURACY
IT'S THE WALES

The installation of a Wales Visible Adding and Listing Machine

in your office means more work, better results in less time than any other method you may adopt. It is without a peer in accuracy.

THE WALES FREE TRIAL OFFER.

To prove the superiority of the Wales Adding and Listing Machine we want every one who is interested in a mechanical device of this nature to thoroughly try out a Wales at our expense.

The Wales will be put in your office and we will pay to subject it to whatever test you may select and let it prove its worth to you. It does not cost you one cent for this trial.

Write to us and we will see that you are given the opportunity to prove that the Wales is a better machine than the ordinary.

Let us tell you how one of our competitors attempted to secure control of our company and spent over \$400,000.00 in this attempt, which was unsuccessful.

A post card will bring you full information and complete literature upon The Wales Visible Adding and Listing Machine.

ADDISON MACHINE COMPANY, Williamsport, Pa.

If the Wales Adding Machine is as noisy, destructive and altogether disconcerting a proposition as a streak of lightning smashing around through a group of skyscrapers then the illustration of this magazine advertisement is appropriate and well chosen. Otherwise it is a misfit.

"Speed and Accuracy" are not very well illustrated by chain lightning—and lightning gets there fast enough, but it is not particularly accurate—ofttimes it strikes where it is least expected and least wanted.

* * *

Here is an advertisement of F. C. Linde Company which is evidently the result of much thought and study. Father Time is represented by the figure of a bear—which is in itself an innovation requiring quite a stretch of the imagination.

"Time cuts down all, both great and small," the advertisement tells us, and this is surely a new and good thing to know.

There are exceptions, though, for we learn a little further along

F.C. LINDE & CO.
Time cuts down all both great and small
BUT THE FITTEST SURVIVETH
WE HAVE LIVED WELL FOR FORTY YEARS.
BECAUSE OUR WAREHOUSES HAVE ALL BEEN IN GOOD AS TO BE IN CONSTANT DEMAND
GARDNER BEACH & WICKS 870 FIFTH AVENUE NEW YORK CITY

that the "fittest surviveth," which goes to show that Time won't get all of us.

The most remarkable feature about this advertisement is the fact that it gives no indication as to the line of business in which the Linde Company is engaged.

They have warehouses at the corner of Beach and Varick streets, but if you want to know what they put in them you will have to go down there and find out.

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent **PRINTERS' INK** a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. **PRINTERS' INK's** Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by **Printers' Ink Publishing Company**, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Anniston, Evening Star. Quantity and quality circulation; leading want ad. medium.

Birmingham, Ledger, dy. Average for 1908, 19,370. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1907, 9,464. The afternoon home newspaper of its city.

ARIZONA

Phoenix, Republican. Daily aver. 1908, 6,551. Leonard & Lewis, N. Y. Reprs., Tribune Bldg.


CALIFORNIA

Oakland, Enquirer. (Consolidation Enquirer and Herald.) Average for Mar., 1909, 49,788. Largest circulation in Oakland guaranteed.


Sacramento, Union, daily. The quality medium of interior California.

COLORADO

Denver, Post, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1908, 55,467.

 This absolute correctness of the latest circulation rating accorded the **Denver Post** is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT

 **Bridgeport, Morning Telegram,** daily. Average for Jan., 1909, sworn, 12,537. You can cover Bridgeport by using **Telegram** only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average for 1907, 7,743; average for 1908, 7,726.

Meriden, Morning Record and Republican. Daily aver. 1906, 7,672; 1907, 7,769; 1908, 7,729.

New Haven, Evening Register, daily. Annual sworn average for 1908, 15,564; Sunday, 12,557.

New Haven, Leader. 1907, 8,727. Only ev'g Republican paper. J. McKinney, Sp. Agt. N.Y.

New Haven, Palladium, dy. Aver. '06, 9,549; 1907, 9,570.

New Haven, Union. Average 1908, 16,326; E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1906, 6,104; average for 1907, 6,547; for 1908, 6,739.

Norwalk, Evening Hour. Average circulation exceeds 3,450. Sworn statement furnished.

Waterbury, Republican. Average for 1908, daily, 6,325; Sunday, 6,343.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average for 1908, 36,765 (© ©).

FLORIDA

Jacksonville, Metropolis. Dy. av. Mar., 1909, 12,915. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union, daily aver. April 17, 594. Benjamin Kentnor Co., N.Y. Chi. Sp. A.

GEORGIA

La Fayette, Messenger. Weekly. Average circulation, 1908, 2,541.

ILLINOIS

Aurora, Daily Beacon. Goes into homes. Average for 1908, 8,292.

Belvidere, Daily Republican entitled to Roll of Honor distinction. Need more be said?

Champaign, News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago, *Breed.'s Gazette*, weekly. \$2. Average for 1928, 74,242.

Chicago, *Dental Review*, monthly. Actual average for 1907, 4,018; for 1908, 4,097.



Chicago *Examiner*, average 1907, Sunday 628,612, Daily 166,342, net paid. The Daily *Examiner* guarantees advertisers a larger city cir. than all the other Chicago morning newspapers COMBINED.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The *Examiner's* advertising rate per thousand circulation is less than any morning newspaper West of New York.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Chicago, *Journal Amer. Med. Ass'n.*, weekly. Av. for '08, 53,978; Jan. to April, '09, inc., 84,330.

Chicago, *Record-Herald*. Average 1907, daily 151,564; Sunday 216,444. It is not disputed that the Chicago *Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Galesburg, *Republican-Register*, Eve. Jan. av. 6,709. Double circulation other Galesburg daily.

Joliet, *Herald*, evening and Sunday morning. Average for 1908, 8,808.

Libertyville, *Business Philosopher*, mo.; mercantile. Av. 1908, 16,608. A. F. Sheldon, Ed.

Peoria, *Evening Star*. Circulation for 1908, 20,911.

INDIANA

Evansville, *Journal-News*. Av. 1907, 18,133. Sundays over 13,000. E. Katz, S. A., N. Y.

Notre Dame, *The Ave Maria*, Catholic weekly. Actual net average for 1907, 26,112.

Princeton, *Clarion-News*, daily and weekly. Daily average 1907, 1,877; weekly, 2,641.

South Bend, *Tribune*. Sworn average year sending Dec. 31, '08, 9,329. Best in No. Indiana.

IOWA

Burlington, *Hawk-Eye*, daily. Average 1908, 9,139. "All paid in advance."

Davenport, *Times*. Daily aver. April, 16,832. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, *Capital*, daily. Lafayette Young, Publisher. Circulation for 1908, 42,931. Rate 70 cents per inch, flat. If you are after business in Iowa, the *Capital* will get it for you. First in everything.

Dubuque, *Times-Journal*, morning and eve. Daily average, 1907, 11,349; Sunday, 13,856.

Washington, Eve. *Journal*. Only daily in county. 1,900 subscribers. All good people.

KANSAS

Hutchinson, *News*. Daily 1907, 4,670; first 5 mos. 1908, 4,757. E. Katz, Special Agent, N. Y.

KENTUCKY

Harrodsburg, *Democrat*. Best county paper, best circulation; largest county paper, largest cir.

Lexington, *Herald*. D. av., 1908, 7,194. Sunday 8,285. Week day, 7,006. Com. rates with *Gazette*.

Lexington, *Leader*, Av. '07, evening 5,390. Sun. 7,102; for '08, eve'g, 5,446. Sun. 6,878. E. Katz.

Louisville, *The Times*, evening daily, average for 1908 net paid 43,940.

MAINE

Augusta, *Comfort*, monthly. W. H. Gannett, publisher. Actual average for 1907, 1,294,435.

Augusta, *Kennebec Journal*, daily Average 1908, 8,826. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1908, daily 10,070; weekly, 28,727.

Phillips, *Maine Woods*, weekly. J. W. Brackett Co. Average for 1908, 7,977.

Portland, *Evening Express*. Average for 1908, daily 14,401. Sunday *Telegram*, 10,001.

MARYLAND

Baltimore, *American*. Daily average for 1908, 74,702; Sunday, 92,879. No return privilege.

Baltimore, *News*, daily. News Publishing Company. Average 1908, 84,395. For April, 1909, 87,183.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, *Evening Transcript* (Co.). Boston's tea table paper. Largest amount of week day ad.



Boston, *Globe*. Average 1908, daily. 176,397; Sunday, 319,790. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price. During 1908 the Boston *Globe* printed a total of 22,450 columns, or 6,800,700 lines of advertising. This was 7,445 more columns, or 2,443,225 more lines than appeared in any other Boston newspaper.



Boston, *Traveler*, Est. 1825. Sworn daily average circulation for April, 1909, 99,853. The *Traveler* is the progressive evening paper of Boston, which is making the largest gains in both circulation and advertising in its field. The character of its circulation and the quality of its readers insure results to advertisers. No questionable medical or financial copy accepted.



THE Boston Post, Sunday av., 1908, **238,846**, gain of 12,083 over 1907. Daily average 1908, **225,534**, gain of 11,554 over 1907. Only three Sunday newspapers in the country—outside of New York City—exceed the circulation of *The Boston Sunday Post*. Only one morning newspaper—and that in New York—exceeds the circulation of the *Boston Daily Post*. Not over two evening newspapers in the country outside of New York—and only two there—exceed its circulation.

In daily display advertising *The Boston Post* leads its chief competitors, the *Globe* and *Herald*. In Sunday display advertising *The Boston Sunday Post* is second only to the *Boston Sunday Globe*. In agency advertising it leads all Boston papers, daily and Sunday. Rate 25c. per agate line.



Human Life, *The Magazine About People*. Guarantees and proves over **200,000** copies monthly.

Clinton, *Daily Item*, net average circulation for 1908, **3,099**.

Fall River, *Globe*. The clean home paper. Best paper. Largest cir. Actual daily av. 1908, **7,473**.

Lawrence, *Telegram*, evening, 1908 av. **8,949**. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av year 1907, **16,832**; 1908, average, **16,896**. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

Salem, *Evening News*. Actual daily average for 1908, **16,328**.

Worcester, *Gazette*, eve. Av. 1907, **14,633** dy. Largest eve. circ'n. Worcester's "Home" paper.

Worcester, *L'Opinion Publique*, daily (©©). Paid average for 1908, **8,898**.

Worcester Magazine, reaches the manufacturers and business men of the country and all Board of Trades. Average 1907, **3,000**.

MICHIGAN

Detroit, *Michigan Farmer*. Read by all Michigan farmers. Ask any advertiser. **80,000**.

Jackson, *Patriot*, Average Mar., 1909, daily **10,471**, Sunday **11,400**. Greatest net circulation

Saginaw, *Courier-Herald*, daily. Only Sunday paper; aver. for 1908, **14,330**. Exam. by A.A.A.

Saginaw, *Evening News*, daily. Average for 1908, **19,888**; April, 1909, **20,060**.

MINNESOTA

Duluth, *Evening Herald*. Daily average 1907 **23,093**. Largest by thousands.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average 1905, **87,187**; average for 1906, **100,204**; for 1907, **103,883**.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.



Minneapolis, *Farmer's Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 1908, **38,281**



Minneapolis, *Journal*, Daily and Sunday (©©). In 1908 average daily circulation evening only, **75,639**. In 1908 average Sunday circulation, **72,429**. Daily average circulation for April, 1909, evening only, **72,409**. Average Sunday circulation for April, 1909, **73,210**. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance.) The Journal's circulation is absolutely guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any other paper in its field.



Minneapolis, *Svenska Amerikanska Posten*. Swan J. Turnblad, publisher, 1908, **83,341**.

CIRCULATION **Minneapolis**, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. The Sunday *Tribune* average per issue for the year ending December, 1908, was **68,300**. The daily *Tribune* average per issue for the year ending December, 1908, was **90,117**.



CIRCULATION **St. Paul**, *Pioneer Press*, circulates more papers by carrier than all other dailies in the city combined. Average daily circulation past eight months to May 1st exceeded **60,000**, sixty per cent. of which is in St. Paul. It publishes Morning, Evening and Sunday at one price. It has no news duplication: its readers need no other daily paper.



MISSISSIPPI

Biloxi, *Herald*, evening. Average circulation for 1908, **1,096**. Largest on Mississippi Coast.

MISSOURI

Joplin, *Globe*, daily. Average, 1907, **17,030**. E. Katz, Special Agent, N. Y.

St. Joseph, *New Press*. Circulation, 1908, **38,330**. Smith & Budd, Eastern Reps.

St. Louis, *National Druggist* (©©), Mo. Henry R. Strong, Editor and Publisher. Average for 1908, **9,167**. Eastern office, 508 Tribune Bldg.

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1908, **104,708**.

NEBRASKA

Lincoln, *Deutsch-Amerikan Farmer* weekly. **142,390** for year ending Dec. 31, 1908

Lincoln, *Freis Press*, weekly. Average year ending Dec. 31, 1908, **142,440**

NEW JERSEY

Camden, Daily Courier. Actual average for year ending December 31, 1908, **8,870**.


Jersey City, Evening Journal. Average for 1908, **24,078**. Last three months 1908, **25,021**.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. Av. 1906, **18,837**. Av. 1907, **20,270**; last quarter yr. '07, av. **20,409**.

NEW YORK

Albany, Evening Journal. Daily average for 1908, **16,930**. It's the leading paper.


 **Brooklyn, N. Y. Printers' Ink** says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1908, **62,286**.

Buffalo, Courier, morn. Av. 1907, Sunday, **21,447**, daily, **31,604**; **Enquirer**, evening, **34,570**.

Buffalo, Evening News. Daily average for 1906, **94,473**; 1907, **94,843**; 1908, **94,033**.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1908, **8,132**.

Mount Vernon, Argus, eve. Daily av. cir. year ending April 30, 1909, **4,817**. Only daily here.

 **Newburgh, Daily News**, evening. Average circulation entire year 1908, **6,329**. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, 3 mos. to March 31, 1909, **10,589**.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1908, **6,700**.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1908, **26,022** (C.C.).

Leslie's Weekly, 225 Fifth Ave., W. L. Miller, Adv. Mgr. **106,398** guaranteed.

The People's Home Journal. **568,416**, mo. **Good Literature**, **444,500** mo., average circulations for 1907—all to paid-in-advance subscribers. F. M. Lupton, pub., Inc. Briggs & Moore, Westn. Reprs., 1438 Marquette Bldg., Chicago.

The Tea and Coffee Trade Journal. Average circulation for year ending Dec., 1908, **10,280** Dec., 1908 issue, **10,000**.

The World. Actual aver. for 1907, Mor., **345,424**. Evening, **406,172**. Sunday, **483,338**.

Poughkeepsie, Star, evening. Daily average for first four months 1909, **4,698**; April, **4,968**.

Rochester, Daily Abendpost. Largest German circulation in state outside of New York City.

Schenectady, Gazette, daily. A. N. Liecny. Actual Average for 1908, **16,760**.

Syracuse, Evening Herald, daily. Herald Co., pub. Av. 1908, daily **34,067**; Sunday, **40,901**.



Troy, Record. Average circulation 1908, **20,402**. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo. Average for 1908, **2,883**.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending Jan 1, 1909, **15,274**.

OHIO

Ashtabula, American Sanomat Finnish. Actual average for 1907, **11,120**.

Cleveland, Ohio Farmer. Leads all farm papers in paying advertisers. 100,000.

Cleveland, Plain Dealer. Est. 1841. Act. daily and Sunday average 1907, **74,911**; Sunday, **88,375**, April, 1909, **81,037** daily; Sunday, **104,341**.

Columbus, Midland Druggist. The premier pharmaceutical magazine. Best medium for reaching druggists of the Central States.

Dayton, Journal. 1907, actual average, **21,217**.

Springfield, Farm and Fireside, over 1/2 century leading Nat. agricult'l paper. '08, **463,716**.

Springfield, Poultry Success, monthly av., 1907, **35,260**. 2d largest published. Pays advertisers.

Youngstown, Vindicator. D'y av., '08, **15,000**; Sy., **10,400**; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Muskogee, Times-Democrat. Average 1906, **5,514**; for 1907, **6,669**. E. Katz, Agent, N. Y.

Oklahoma City, The Oklahoman. 1908 aver., **26,955**, April, '09, **31,548**. E. Katz, Agent, N. Y.

OREGON



Portland, Journal, has larger circulation in Portland and in Oregon than any other daily paper. **Portland Journal**, daily average 1908, **30,207**; Feb., for 1909, **31,780**. Benjamin & Kentnor Company, Representatives, New York and Chicago.



Portland, The Oregonian, (C.C.) For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. Apr. NET PAID circulation, daily, **37,936**, Sunday average, **48,038**.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1908, **7,888**. N. Y. office, 225 5th Ave. F. K. Northrop, Mgr.

Erie, Times, daily. Aver. for 1908, **18,487**; Apr., 1909, **19,321**. E. Katz, Special Agt., N. Y.



Harrisburg, Telegraph. Sworn average February, 1909, **18,023**. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

Johnstown, Tribune. Average for March, 1909, **12,225**. Only evening paper in Johnstown.

Philadelphia. *The Bulletin*, net paid average for April, 1900, 267,077 copies a day. "The *Bulletin* goes daily (except Sunday) into nearly every Philadelphia home."

Philadelphia. *The Camera*, is the only best photographic monthly. It brings results. Average for 1908, 6,826.

Philadelphia. *Confectioners' Journal*, mo. Average 1907, 5,514; 1908, 5,517 (©©).



Any paper can get the guarantee star of Printers' Ink—if it pays for it.

Any paper will be included in the Roll of Honor if it will tell the truth about its circulation.

But only a few papers have received the (©©) gold marks of the American Newspaper Directory, indicating that advertisers value these publications more for the quality of their circulation than for the mere numbers of copies printed.

FARM JOURNAL of Philadelphia has all these distinguishing marks, and in addition Printers' Ink awarded it the Seventh Sugar Bowl after a canvassing of merits extending over six months as being the best agricultural paper in the United States.

FARM JOURNAL is the only paper of 22,000 published in the United States to receive all four of Printers' Ink's distinguishing marks.



Philadelphia. *The Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1908, 95,349; the Sunday *Press*, 133,984.

Washington. *Reporter and Observer*, eve. and morn. dy. av., '08, 11,734. They cover the field.



West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1908, 15,844. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York. *Dispatch and Daily*. Average for 1908, 18,471.

RHODE ISLAND

Pawtucket. *Evening Times*. Average circulation, 1908, 18,185—sworn.



Providence. *Daily Journal*. Average for 1908, 20,210 (©©). Sunday, 25,861 (©©). *Evening Bulletin*, 45,378 average 1908.

Westerly. *Daily Sun*, George H. Utter, publisher. Largest cir. south of Providence.

SOUTH CAROLINA

Charleston. *Evening Post*. Actual daily average 1908, 4,888.



Columbia. *State*. Actual average for 1908, daily (©©) 13,416 Sunday, (©©) 14,130.

Spartanburg. *Herald*. Actual daily average circulation for 1908, 2,992.

TENNESSEE



Knoxville. *Journal and Tribune*. Week-day av. year ending Dec. 31, 1908, 18,885. Week-day av. November and December, 1908, 16,909.

Memphis. *Commercial Appeal*, daily, Sunday, 1908, average: Daily, 43,786; Sunday, 62,793. Smith & Budd, Representatives, New York and Chicago.

Nashville. *Banner*, daily. Average for year 1908, 31,450; for 1907, 36,204; for 1906, 36,564.

TEXAS

El Paso. *Herald*, Jan. av. 9,003. More than both other El Paso dailies. Verified by A. A.

VERMONT

Barre. *Times*, daily. F. E. Langley. Average for 1908, 4,776. Examined by A. A.

Burlington. *Free Press*. Daily average for 1908, 8,603. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier. *Argus*, dy., av. 1908, 3,327. Only Montpelier paper examined by the A. A.

Rutland. *Herald*. Average, 1908, 4,556. Only Rutland paper examined by A. A.

St. Albans. *Messenger*, daily. Average for 1908, 3,132. Examined by A. A.

VIRGINIA

Danville. *The Bee*. Av. 1908, 3,066; April, 1909, 3,821. Largest circulation. Only evening paper.

WASHINGTON



Seattle. *The Seattle Times* (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Feb. '09, cir. of 59,456 daily, 83,762 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1908-'07-'06 *Times* beat its nearest competitor 6,997,466 lines.



Seattle. *Post-Intelligencer* (©©). Av. for Feb., 1908, net—Sunday, 23,646; Daily, 32,083; Weekday, 30,874. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.

Tacoma. *Ledger*. Average 1908, daily, 18,732. Sunday, 25,729.

Tacoma. *News*. Average 1907, 16,525; Saturday, 17,610.

WEST VIRGINIA

Fairmont. *West Virginian*. Copies printed, 1907, 2,800. Largest circulation in Fairmont.

WISCONSIN

Janesville, Gazette. Daily average, April, 1909, daily, **4,734**; semi-weekly, **1,788**.

Madison, State Journal, daily. Actual average for 1907, **5,086**.

Milwaukee, Evening Wisconsin, daily. Average 1908, **26,952** (©©). Carries largest amount of advertising of any paper in Milwaukee.



Milwaukee, The Journal, evs., ind daily. Daily average for 12 mos., **57,071**; for April, 1909, **59,552**; daily gain over April, 1908, **2,296**. Over 50% of Milwaukee homes. Flat rate 7 cents per line.

Oshkosh, Northwestern, daily. Average for 1908, **5,898**. Examined by A. A. A.

Racine, Journal, daily. Average for 1908, **4,580**; December, 1908, **4,613**.



THE WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877. Actual weekly average for year ended Dec. 31, 1908, **53,427**. Larger circulation in Wisconsin than any other paper. Adv. **\$3.50** an inch. N. Y. Office. 41 Park Row, W. C. Richardson, Mgr.



WYOMING

Cheyenne, Tribune. Actual net average six months, 1908, daily, **4,877**; semi-weekly, **4,420**.

BRITISH COLUMBIA

Vancouver, Province, daily. Av. for 1908, **15,932**; Apr., 1908, **15,826**; Apr. 1909, **17,826**; H. DeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1908, daily, **37,080**; daily Mar. 1909, **39,901**; weekly 1908, **27,428**; Mar. 1909, **29,341**.

Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1908, **17,645**. Rates 75c. in.

Winnipeg, Telegram, Daily average for Feb. '09, **26,525**. Weekly aver., **29,500**. Flat rate.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1908, daily **49,339**, weekly **46,935**.



Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. cir. of the *Daily Star* for 1908, **66,698** copies daily; the *Weekly Star*, **129,663** copies each issue.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears. Advertisements under this heading are desired only from papers of the requisite grade and class.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

THE Denver *Post* prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington. D. C. (©©), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Chicago *Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

THE *Daily News* is Chicago's Want Ad Directory.

INDIANA

THE INDIANAPOLIS STAR

Publishes more classified advertising than any other paper in Indiana.

During the year of 1908 *The Star* carried 309.48 columns more paid **WANT** advertising than its nearest competitor.

Rate, One Cent Per Word.

The only Sunday Paper in Indianapolis.

MAINE

THE *Evening Express* carries more Want Ads than all other Portland dailies combined.

MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston *Globe*, daily and Sunday, for the year 1908, printed a total of 417,908 paid Want Ads. This was 233,144, or more than twice the number printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in April, 1909, amounted to 228,382 lines; the number of individual ads published were 30,628. Eight cents per agate line if charged. Cash order one cent a word.



THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

CIRCULATION THE Minneapolis *Tribune* is the oldest Minneapolis daily and has over 90,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening by Am. News-issues. Rate, 10 cents per line. paper 10¢ Daily or Sunday.



THE St. Paul *Dispatch*, St. Paul, Minn., covers its held. Average for 1907, 68,671.

MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1908, 10,629 daily; 14,208 Sunday.

NEW JERSEY

THE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

THE Newark, N. J. *Freie Zeitung* (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, halftone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 30,130. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 103,828—sworn to.) Carries more Want Ads than any newspaper in Montreal.

(◎◎) Gold Mark Papers (◎◎)

Advertisers value the Gold Mark publications more for the class and quality of their circulation than for the mere number of copies printed.

Out of a total of over 22,000 publications in America, 122 are distinguished from all the others by the so-called gold marks (◎◎).

ALABAMA

The Mobile *Register* (◎◎). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, 1908, 36,762 (◎◎).

GEORGIA

Atlanta *Constitution* (◎◎). Now, as always, the Quality Medium of Georgia

Savannah *Morning News*, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (◎◎), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Grain Dealers' Journal (◎◎), Chicago, the grain trade's accepted medium for "Want" ads.

The Inland Printer, Chicago (◎◎). Actual average circulation for 1906, 15,866.

KENTUCKY

Louisville *Courier-Journal* (☉☉). Best paper in city; read by best people.

MAINE

Lewiston *Evening Journal*, daily, average for 1907, 7,784; weekly, 17,545 (☉☉); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston *Commercial Bulletin* (☉☉). Reaches buyers of machinery for wool and cotton manufacturers. Est. 1889. Curtis Guild & Co., Pub.

Boston *Evening Transcript* (☉☉), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (☉☉), is the only Gold Mark French daily in the U. S.

MINNESOTA

The Minneapolis *Journal* (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(☉☉) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

Pioneer Press (☉☉). St. Paul. Largest circulation and best result-producer in the city.

NEW YORK

Army and Navy Journal, (☉☉). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (☉☉) is THE advertising medium of Brooklyn.

Century Magazine (☉☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (☉☉), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Engineering News (☉☉). Established 1874. The leader in its field. Reaches the man who signs the order. Ask any of its thousand advertisers. Circulation over 16,000 weekly.

The Engineering Record (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

The Evening Post (☉☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

New York *Herald* (☉☉). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

Scientific American (☉☉) has the largest circulation of any technical paper in the world.

The New York *Times* has a greater city sale than any other New York morning newspaper except one.

New York *Tribune* (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

Vogue (☉☉) carried more advertising in 1906, 1906, 1907, than any other magazine of gen. cir.

OREGON

The *Oregonian*, (☉☉), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of *The Daily Press*, for 1906, 95,349; *The Sunday Press*, 133,884.

THE PITTSBURG
(☉☉) DISPATCH (☉☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (☉☉), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (☉☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk *Landmark* (☉☉). Oldest and most influential paper in tidewater.

WASHINGTON

The *Post Intelligencer* (☉☉). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

The *Seattle Times* (☉☉) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee *Evening Wisconsin* (☉☉), the only gold mark daily in Wisconsin.

CANADA

The Halifax *Herald* (☉☉) and the *Evening Mail*. Circulation 16,558, flat rate.

The *Globe*, Toronto (☉☉), had 23,000 circulation a few years ago; it now has 51,400.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than one dollar.

ADVERTISING AGENCIES

DARLOW ADVERTISING AGENCY,
Omaha, Neb. Newspapers and Magazines.

ALBERT FRANK & CO., 25 Broad St., N.Y.
General Advertising Agents. Established
1872. Chicago, Boston, Philadelphia. Advertising
of all kinds placed in every part of the world.

FREDERICK C. SMITH, "The Ad Man,"
45 W. 34th St., N. Y. Campaigns planned;
Newspaper and Magazine Advertising placed
anywhere.

MANUFACTURERS' Advertising Bureau,
237 Broadway (opp. P. O.), New York. Ads
in the Trade Journals our specialty. Benj. R.
Western, Proprietor. Established 1877. Booklet.

ADVERTISING MEDIA

THE Ladies' Home Journal, in the greatest
advertising medium in the world.

THE Saturday Evening Post—greater results
at lower cost. The Curtis Pub. Co., Phila.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for
20 years the coal trades' leading
journal. Write for rates.

THE circulation of the New York *World*,
morning edition, exceeds that of any other
morning newspaper in America by more than
150,000 copies per day.

THE weekly *Kansas City Journal* carries more
advertising than any other similar newspaper
in the world. Covers the world's richest territory.
Combination rate, Sunday and Weekly,
48c. a line.

AD WRITERS

100 BRAIN POWER at your service. Unique
trade-marks and catch-lines originated.
Breezy, business bringing advertisements designed
and written. Sample Advertisement 50c.
G. M. RITTELMAYER, Jackson, Miss.

BUSINESS OPPORTUNITY

Invention. State rights may be secured
on *Envelope for advertising*
purpose. Direct appeal (postal service) now
accomplished one-tenth former cost. Without
boast Envelope is acknowledged best invented.
New distribution plans also very profitable.
Investment of about \$7,000.00 for complete machinery
and good state right. This opportunity
cannot again occur. Address, "PATENTEE,"
Box 208, Philadelphia.

COIN CARRIERS

\$3 PER 1,000. Less for more; any printing,
The COIN WRAPPER CO., Detroit, Mich.

ENGRAVING

HALFTONES for the newspaper or the better
class of printed matter. THE STANDARD
ENG. CO., 560 7th Ave., New York.

KITAB ENGRAVING CO. (Inc.), 401 Lafayette
St., New York, makers of half-tone,
color, line plates. Prompt and careful service.
Illustrating. TELEPHONE: 1664 SPRING.

ELECTROTYPES

Get Our Prices On Electros

We'll give you better plates, quicker service
and save you expressage. Largest electrotyping
plant in the world—capacity 90,000 column
inches a day. Write for prices and sample of
patent Holdfast interchangeable base.

RAPID ELECTROTYPE COMPANY, Advertisers' Block, Cincinnati, O.

FAC-SIMILE LETTERS

Sherlock Holmes would never detect
from the original. If you want results try
them. 1,000, \$2.00. We will also design and
print 1,000 letterheads for \$2.25. Seeing is believing.
Let's show you! ENTERPRISE CO.,
469 Park Place, Brooklyn, N. Y.

FINANCIAL BOOKS

"ART OF FINANCIERING,"

Showing how business men may
raise capital for business projects
without recourse to brokers or
promoters.

Valuable Booklet Free.

BUSINESS AND FINANCE PUB. CO.,
119 Nassau St., New York.

FOR SALE

CHEAP! 6 col. 8-page Folder, also Hoe drum press 32 x 47. AMERICA PRINTING, Dix Place, Boston, Mass.

Complete Printing Plant For Sale

The printing plant of The Outing Publishing Company, located at Deposit, N. Y., will shortly be on sale. It has five monotype and three linotype machines, a complete book and job composing room, eleven Habcock and two job presses, electrotypes foundry and bindery. There is also a well equipped cloth bindery located in the town near the Outing plant. The Deposit Board of Trade can guarantee prospective purchasers nominal taxes, and electric light and water at cost, also other privileges, and solicits correspondence from responsible purchasers. Further particulars on application. Address, SECRETARY, Board of Trade, Deposit, N. Y.

HELP WANTED

WANTED a capable advertising solicitor for a high class ethical and professional publication. Exceptional references required. New York City and surrounding territory. Address "ETHICAL," care Printers' Ink.

FREE REGISTRATION is offered for limited period to reporters requiring not over \$18 a week and Linotype Operators (4500 minion), not over \$22. Good positions open. Booklet sent free. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

A PROMINENT jewelry house in one of the largest cities in the South wants to secure the services of a competent man to take entire charge of its advertising and to develop the mail order department. The right man will be paid a good salary. Further and full information may be obtained by writing or applying to the MASSENGALE ADVERTISING AGENCY, Atlanta, Ga.

YOUNG man, experienced in advertising business, for private secretary and expert stenographer to advertising manager. Must be absolutely clean in habits and willing to work all hours; one who has had experience in advertising agency or on publications preferred; best of references required. Those who can't meet requirements need not apply. Address "OPPORTUNITY," 1710, Printers' Ink, New York City.

ART MANAGER wanted for young and very successful advertising agency in New York. Need not necessarily be an artist himself, but must be an expert judge of art and familiar with every modern process of art work and art reproduction. Above all, he must be a CREATIVE IDEA MAN, capable of originating and executing the art work for the biggest national campaigns of magazine, newspaper, street car and outdoor advertising. Art students and amateurs not wanted. Broad commercial experience, preferably with an advertising agency, as an executive necessary. Write giving complete qualifications, experience and salary expected. Address, "YOUNG BLOOD," care Printers' Ink.

MISCELLANEOUS WANTS

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

Reliable Eastern Man

with sixteen years experience in illustrating, engraving, printing, selling space, planning and writing, would consider connection with publication or manufacturing concern, where services would command salary to start of, at least, \$2,500, or would consider establishing Eastern sales or branch office on commission basis, provided net returns could exceed above amount. "EASTERN MAN," care Printers' Ink.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. E. S. & A. B. LACEY, Washington, D. C. Established 1869.

POSITIONS WANTED

Stenographer, bright beginner;

will work hard to get a good start; moderate salary. MISS COLEMAN, 605 Madison Ave., New York, 'Phone, 2993 Plaza.

EDITOR-ADVERTISING WRITER, at present editor-ad writer biggest publication of its kind, wants position New York City. Automobile line preferred. Address "A," Printers' Ink.

WANTED — POSITION AS CIRCULATION MANAGER, OR ADVERTISING MAN OR BOTH. Good schemer and hustler. Best references. Address "L," care Printers' Ink.

Trade Paper Editor, who has

made publication he is now editing the leader in its field, and the best of its kind in the country, wants a bigger paper, offering larger opportunities. Might invest a thousand dollars. Address "BUSINESS BUILDER," care Printers' Ink.

I Want a Bigger Job!

I am now managing editor of the leading paper in a city of 80,000.

But I want a bigger job. Fifteen years experience on best daily papers in the country.

Have never failed to make good so far. Know every branch of the business from beginning to end.

Have a few ideas and executive ability enough to carry them out.

What have you to offer? Address "M," care Printers' Ink.

Ad Expert

Capable advertising manager—organizer of successful campaigns—desires position where convincing, argumentative, reason-why copy, strong individuality and original, business-pulling methods, will command a fair price. Newspaper, magazines and billboard advertising, talks for salesman, follow-up systems, etc. Special positions obtained at lowest rates. Spare-time work undertaken. "R. P." 15 Christopher Street, New York City.

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOUTON PRESS**, drawer 98, Cuba, N. Y.

GENERAL PRINTING, catalogue and booklet work—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc., etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. **THE WINTHROP PRESS**, 419 Lafayette St., New York

TRADE-MARKS

TRADE-MARKS registered in U. S. Patent Office. Names of publications are registrable trade-marks under conditions. Booklet relating to trade-mark protection mailed on request. **HEELER & ROBB**, Trade-mark Lawyers, 111-112 McGill Bldg., Washington, D. C.

Good Foundation for Monthly Magazine

addressed to younger readers, 18,000 circulation, small amount of advertising, can be bought for what it is worth. Should be good adjunct to a pattern publishing business. The property can be bought free and clear for \$10,000 cash.

HARRIS-DIBBLE COMPANY

Brokers in Publishing Property

253 BROADWAY

NEW YORK

Business Going Out

J. W. Thompson, New York, is sending out new copy for Apollinaris.

The Hilton Advertising Agency, Chicago, is using a large list of Southern dailies for the Hotel Newberry, Chicago. Copy measures 21 lines, 15 times.

W. H. Dilg, Chicago, is placing 1,000 lines in the Southwest for the Sunnybrook Distilling Company, also of Chicago.

The Jos. Burnett Company, of Boston, is using New York and Philadelphia papers, only, through Frank Seaman, Inc.

Surbrug & Co., makers of the Intermission Cigar, are doing some advertising through the Haulenbeck Agency, of New York. A general campaign is not contemplated at the present time.

N. W. Ayer & Son, Philadelphia, are sending out orders to Western newspapers for 10 lines, 26 times, to be used for Christian College.

The Horn-Baker Agency, Kansas City, is sending out orders for 2,050 lines, in

the Southwest, for the Board of Land Commissioners.

Contracts for 5,000 lines are going out from the Blaine-Thompson Agency, of Cincinnati, for Strauss, Pritz & Co.

The Corning Agency, of St. Paul, Minn., is using 1,000 lines with Pacific Coast newspapers, to advertise McKibbin Hats.

Twenty lines, for one month, is the space to be used in Southern papers by the Hotel Dennis, of Atlantic City, N. J. The Dorland Agency will place the business.

Nelson Chesman, St. Louis, is sending out contracts for 2,500 lines to be used during May and June, for the National Toilet Company.

Lord & Thomas, Chicago, is placing orders for the Van Camp Packing Company, Indianapolis, amounting to 28,000 lines, with newspapers throughout the West.

The Cooper Pharmacal Company is using 1,000 lines on the Coast through the Snitzler Agency, of Chicago.

The Morse International Agency, New York, is placing 156 inches in the West for Beecham's Pills.

F. A. Gray, Kansas City, is using 2,000 lines in the Southwest for Francis Wilcox.

The Chicago office of J. Walter Thompson is sending out 204 inches to Coast papers for the Chicago, Burlington & Quincy Railroad.

National Sales Company, Washington, D. C., is using 500 inches in Southern papers, through the Massengale Agency, of Atlanta, Ga.

The Hilton Advertising Agency, Chicago, is sending out renewal contracts amounting to from 2,00 to 10,000 lines for the Pere Marquette Railroad.

The Morse International Agency, New York, is placing 1,000 inches in the South for Cuticura.

The Hicks Agency, New York, is using 7 lines, 30 times, for the Columbian Hotel, of Thousand Island Park.

Lord & Thomas, of Chicago, are sending out orders and copy to Western papers for Washburn & Crosby's Gold Medal Flour. Contracts amount to 2,000 inches.

Papers in the Southwest are receiving some small copy from the Mead Agency, of Chicago, for the Lake Cora Inn, of Oak Park, Ill.

The T. H. Midgley Company is placing 1,000 lines in the South through Chas. H. Fuller, of Chicago.

The Hilton Advertising Agency, Chicago, is using a large list of papers in the territory bounded by Chicago, Kansas City and Cincinnati for Howard's Mincola Hotel on Fox Lake, Ill., and for the Sterlingworth, of Lauderdale Lakes, Wis.

The Namrod Agency, New York, is asking farm papers for rate cards.

BOSTON NOTES.

Curtis & Spindell, Lynn, Mass., are placing a few contracts in general publications for 20-line copy. The business is going direct.

Within a short time the advertising of the New England Conservatory of Music will be decided upon. A large list of publications will be selected and contracts will go out from the Boston office of N. W. Ayer & Son. Most of the advertising appears in August and September.

A large list of mediums is receiving contracts for one page for the mail order business of Baird North Company, Providence, R. I. Contracts are placed by the Wyckoff Advertising Company.

C. J. Eagen, of New York, has been put in charge of the Boston office of the Arnold & Dyer Agency, of Philadelphia. The Boston office of this agency is located at 6 Beacon street.

New England papers published in cities adjacent to Boston will shortly receive contracts for the Friend Bros.' business. The contracts will cover a year's advertising and will be placed by the F. P. Shumway Company.

This agency is also handling the advertising of the Alaska Freezer Company, Winchendon, Mass. A few women's publications are being used on this account.

Boston dailies are running copy for Dr. W. R. Brown exploiting a cure for the drink habit. This account is handled by Wm. Colton, of Wood, Putnam & Wood, and other territory will be taken on later.

The appropriation of E. L. Rowe & Sons, manufacturers of the Gloucester Hammock, Gloucester, Mass., is handled by Wm. J. Boardman, of the Boston office of the George Batten Company.

The advertising plans of M. Steinert & Sons, a Boston piano house, will be made up early in July. Newspapers in towns where they have local representation throughout New England will be used during the coming season.

Wm. T. Foster, 6 Beacon street, is considering a list of New England papers for the advertising of H. W. Huguley & Co., a large mail order liquor house, Canal street, Boston.

The Eagle Cone Shoe Company is placing a few contracts through the Walton Advertising & Printing Company. At present most of the appropriation is going into the *Saturday Evening Post*. This agency is also sending out additional orders for the Peach Pipe Company. The copy used measures 50 to 100 lines in general publications.

The Kirk Manufacturing Company is seeking mail orders with quarter-page copy in a few monthly magazines. The business is handled by N. W. Ayer & Son's Boston office, Old South Building.

The Frank E. Davis Fish Company, Gloucester, Mass., are sending out orders for 6 inches to high-grade mediums through Wood, Putnam & Wood.

Tilton S. Bell, 6 Beacon street, has been appointed New England representative of the *Metropolitan* magazine.

Wood, Putnam & Wood are handling an appropriation from J. L. Rice, investment broker. Boston and New England dailies will be used. This agency is also placing contracts for 300 to 500 inches for the advertising of Dr. Temple.

ST. LOUIS-KANSAS CITY NOTES.

The Gardner Advertising Company, St. Louis, is putting out orders for Tudor Hall School for Girls, Indianapolis, in a large list of the leading magazines to run four months, beginning with June issues. Small space is being used.

The Ash Grove Lime & Portland Cement Company, Kansas City, Mo., is conducting a publicity campaign in agricultural papers published in Missouri, Oklahoma, Kansas, Nebraska and Iowa. 112- and 84-line display copy is being used to advertise "Ash Grove Superfine" Portland Cement. The Horn-Baker Advertising Company, Kansas City, is placing the business.

H. W. Kastor & Sons' St. Louis office is placing orders in May issues of farm papers in the West for the Economy Lumber Company, same city, 52-line display copy being used.

The People's Supply Company, Kansas City, Mo., are putting out 200-line display copy in farm papers and the weeklies of daily newspapers advertising for agents. Orders are going out through Lord & Thomas, Chicago.

The Hargadine-McKittrick Dry Goods Company, St. Louis, Mo., is sending out orders through Lord & Thomas, Chicago, to a small list of daily newspapers.

The Kansas City branch of the Pabst Brewing Company, Milwaukee, is advertising in a list of Oklahoma dailies. Three-inch display copy is being used every other day. Orders are going out through the Kansas City office of H. W. Kastor & Sons.

The Samuels Advertising Agency, St. Joseph, Mo., is trying out a few weeklies and dailies for the Watch Buyers' Association, same city, on a mail order watch proposition. Small space is being used.

The Board of Land Commissioners, Kansas City, Mo., are sending out copy and orders to Western dailies for full pages, advertising irrigable farm lands. The business is being handled by the Horn-Baker Advertising Company, Kansas City.

H. W. Kastor & Sons' St. Louis office is conducting a campaign in St. Louis dailies for the Floor-Shine Company, same city. Large display copy is being used. The advertising will be extended to other cities later.

The Premier Shirt Waist Company, Kansas City, Mo., is conducting a mail order campaign in Los Angeles, Cal., dailies. Fifty-line copy is being used daily and 450 lines in Sunday editions. H. W. Kastor & Sons' Kansas City office is handling the account.

The Loose-Wiles Biscuit Company, Kansas City, have begun an out-door display campaign on billboards in St. Louis and East St. Louis, advertising

"Takhoma" Biscuit. The St. Louis Bill Posting Company is handling the advertising in these two cities.

C. L. Seagraves, of Chicago, General Colonization Agent for the Santa Fé system, was in Kansas City a few days ago on business connected with the present publicity campaign of his road. Mr. Seagraves states that it is the purpose of the Santa Fé colonization department to keep actively in touch with the general public in all that pertains to opportunity in the new Southwest.

H. W. Kastor & Sons' St. Louis office is conducting a campaign for Prof. Brinkholz, St. Louis, Mo., advertising hair tonic, in a large list of small dailies in Missouri and Illinois. Copy and orders for forty-two line display for May and June issues are now going out.

The F. A. Gray Advertising Agency, Kansas City, is putting out copy and orders for D. J. Lane, St. Marys, Kansas, advertising a cure for asthma. Small space is being used in mail order publications and weekly editions of daily newspapers this month.

PHILADELPHIA NOTES.

The W. C. Reinhold Agency, McCall Building, Philadelphia, is asking for rates from magazines read exclusively by automobile owners.

The Italian Importing Company is running a campaign advertising olive oil.

The Booksellers Company, of 14 South Broad street, is asking for rates in a list of papers.

The Chas. Blum Advertising Agency is conducting a campaign in the Evening Bulletin for Harburger's Diamond Store, using attractive illustrated copy.

The W. C. Reinhold Agency is sending out a run of advertisements to the Philadelphia papers for a period of four weeks for J. H. Michener & Co. of Philadelphia, advertising Michener's Excelsior Star hams and bacon.

THE NEW YORK CLIPPER

Is the Oldest Theatrical Paper in America.

It has been printed without intermission, by the present management, since 1853. It is the recognized authority on all theatrical matters. Its records of the stage cannot be duplicated.

The CLIPPER prints in each issue the routes of all of the traveling companies and those of the vaudeville performers, and they are CORRECT routes.

You can reach ANYONE in the profession by sending them a letter in care of the CLIPPER, for the permanent post office address of all performers is in care of the CLIPPER.

Let us send you a copy of the CLIPPER.

The Frank Queen Publishing Co., Ltd., NEW YORK.

ALBERT J. BORIE, General Manager.

At Least Half of the Fall and Winter Advertising Campaigns are Planned and Lists Made Up in the Summer.

The publication which wants to be on 'most every list must tell its story to the advertiser *before* the lists are made up, not *afterwards*.

Start *now* to line up your fall and winter contracts. Start with space in Printers' Ink. Your advertising here will be read by the men who make up the lists. You can't reach them *all* in any other way—you can't reach *any* of them more effectively.

Let us tell you of a Summer Campaign idea that is worth a lot more to you than it will cost.

PRINTERS' INK PUBLISHING CO.,

J. D. HAMPTON,
President

J. M. HOPKINS,
Manager

F. C. BLISS,
Adv. Manager

12 WEST 31st ST., NEW YORK

CHICAGO:
844 Tribune Bldg.
Wm. S. Grathwohl

BOSTON:
2 Beacon St.
Julius Mathews

ST. LOUIS:
Third Nat'l Bank Bldg.
A. D. McKinney

LONDON:
S. H. Benson, Ltd.
Kingsway Hall, W. C.

YOU can't get something for nothing— If it's worth having

HERE'S an instance:

You're an advertiser. You buy space from a newspaper or magazine and send them your copy.

You *pay* a big price for the space—they *give* you the composition—but is it worth having?

Worse than that. It's so poor—so badly displayed and so inappropriate to the article advertised that it's seldom read, and the space you paid a big price for brings practically no returns. You lose on the deal.

Well, here's the way to overcome it.

Have the advertisement set first. Have the composition so well done that everybody will read it—and *re-read it—and memorize it.*

Then you'll get value—you'll get returns.

I do that kind of composition and furnish you with electros or proofs to send to the publications. That's my end of the business. It's my specialty and there's no one else in the same class with me.

Let me set your advertisements and you'll get value for your space investment.

**The
Williams
Printery**

**35 West
21st Street
New York**

**Phone 556
Gramercy**

THE NEW YORK MORGEN-JOURNAL

THE LEADING AMERICAN NEWSPAPER WITH
THE LARGEST GERMAN DAILY AND SUNDAY
CIRCULATION IN THE UNITED STATES

SECOND TO NONE!

A STATEMENT WHICH NO OTHER PAPER WILL CONTEST

JOHN SCHROERS, President and General Manager

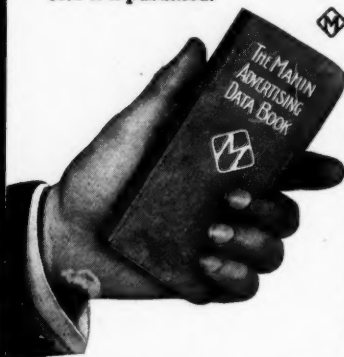
18 Spruce Street

NEW YORK

How to Test An Advertisement!



✧ JOHN LEE MAHIN has prepared a series of tests to apply to every advertisement or piece of printed matter before it is published.



✧ Mr. W. L. Harris, President of the New England Furniture & Carpet Co., Minneapolis, Minn., says:

"They read to me like chapters from the good old book, and embody principles which are *absolutely fundamental*, though often lost sight of and *which cannot be emphasized too strongly or too often*. These ten chapters to my mind bear the same relation to advertising procedure as ten selected sections of the good book should and do control the machinery of all well regulated lives."

✧ Mr. David R. Forgan, President of the National City Bank of Chicago says:

"THE TESTS OF ADVERTISING are *very striking and true*."

✧ These tests represent as far as we know the first attempt that has ever been made to standardize the preparation of matter to appear in an advertisement or any piece of printed matter, or any other message which is to be sent to an *institutional group of people* as distinguished from *an individual, personal communication*.

✧ They are detailed on pages 315 to 331 in the 1909 edition of the Mahin Advertising Data Book. *This \$2.00 book will be sent on ten days' Free Trial* to any reader of this publication.

✧ Use this book free for ten days and then return it, or if you want to keep it send in \$2.00 and receive as "additional good measure" a handsome bound book of Mr. Mahin's lectures and that bright little monthly—the Mahin Messenger—for 12 months. Anybody interested in advertising should accept this offer. A postal will do.

Mahin Advertising Company

R. 940, No. 125 Monroe St., Chicago